

Electrical Merchandising
OCTOBER - 1959
A MCGRAW-HILL PUBLICATION • ONE DOLLAR

Christmas is Coming



SPECIAL REPORT
ON
Christmas
Merchandising
SEE PAGE 67

HOW TO BE A SMART RADIO
SEE PAGE 57

this winter... don't get caught short

ORDER COOLERATOR HUMIDIFIERS EARLY

...and make bonus profits all winter long!

Only Coolerator Humidifiers Have This Built-In Bonus Profit Plan

1. QUALITY
PRODUCTS!

2. FEATURES
THAT SELL!

3. DIRECT FROM
FACTORY
PURCHASING!

4. PROTECTED
TERRITORIES!

You get a special bonus with Coolerator Humidifiers because you can buy them direct *and* get territory protection! So you make full grosses for better net profits!

At the same time, Coolerator backs you with a nationwide system of factory authorized service depots for fast service on parts if needed.

You have plenty to sell, too! Low-priced Coolerator Humidifiers filter the air as well as humidify . . . serve the entire living area . . . plug in anywhere . . . blend beautifully with any furnishings . . . operate with Automatic Humidistat or On-Off Switch.

There are no delivery, service or trade-in problems, of course.

But there *is* a big market! Last year we couldn't fill late orders due to the overwhelming demand. So order early. Mail the coupon below today.

MORE EASY-TO-SELL FEATURES! Portable, on easy-rolling casters. Big 7-Gallon, Zinc-Coated Water Tank. Convenient Top-Side Controls and Directional Louvers. Safe, Completely-Enclosed Fan. Economical, operates for less than a cent a day. Height, 24 1/2"; weight, 30 lbs.



Suggested
List Price
only **\$49⁹⁵**
Model with Humidistat
\$59⁹⁵

MAIL THIS COUPON TODAY!

COOLERATOR DIVISION, DEPT. AC-10
McGraw-Edison Company, Albion, Michigan

Please send complete information on Coolerator Humidifiers.

DEALER NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

COOLERATOR DIVISION

Albion, Michigan

McGRAW-EDISON COMPANY



Finest in Home Comfort Appliances



SPOTLIGHT...a quick look at what's going on

OCTOBER 1, 1959

As September drew to a close, appliance dealers across the country began to worry a wee bit more about the impact of the 11-week old steel strike. In some big industrial centers they worried primarily about factory layoffs and closings which would hurt fall sales. And in many another area they began to realize that there soon might be some shortages of merchandise.

Even so, most retailers were still decidedly optimistic about prospects for the remainder of the year. The air conditioner industry had enjoyed a terrific summer, with disappointing sales being registered in only a relatively small group of cities in the South and Southwest. A late summer hot spell cleaned out air conditioner and dehumidifier stocks in many areas, helped redeem what had been a poor season in still others.

For the dehumidifier industry, the summer of 1959 may be the year in which the product came of age. While manufacturers were happy over a boom in sales which just about wiped out stocks at all levels, they were even more delighted at the exposure the product had received on retail sales floor. Many a dealer who up to now had ignored dehumidifiers was now a firm booster. In Connecticut, the United Illuminating Co. staged a dehumidifier push which delighted dealers and amazed utility officials. Having hesitantly placed an order for 300 units, the utility suddenly found itself sold out and re-ordering heavily with shipments straight from the assembly line. Final figures show 2000 of the featured Westinghouse unit being sold---and local observers think that perhaps 1000 pieces of other brands were also moved during the highly successful campaign. (We've been on the scene and observed this promotion closely---and a detailed picture story of how it worked will be one of the highlights of our annual Air Conditioning Special Report early next year. Watch for it!)

Meantime, even as the air conditioner season was ending with a boom, the television season opened with an equally significant sales surge. As a matter of fact, in many areas TV sales had held up surprisingly well during the summer and the industry was

well off on the right foot in September. Stereo, too, was coming to life, even in areas which up to now had reported relatively little activity on these lines.

The upswing in TV and hi-fi is undoubtedly one of the big reasons we've had such an instantaneous and favorable response to last month's story on "How To Let the Cabinet Sell the Set." Giant 25 by 38 inch reproductions of the "How To Pick a Set" chart featured in that story are still available. They're attractively printed on a washable plastic paper which makes them ideal for use as wall charts. To get your copy send \$1 to ELECTRICAL MERCHANDISING 330 W. 42nd St., New York 36. You may also want to order a most helpful brochure from the American Walnut Mfrs. Assn. It's called "Sell Up To Quality" and contains extremely useful suggestions on selling the mechanical excellence and beauty of fine cabinetry. It's available at no charge from the association at 666 Lake Shore Dr., Chicago Ill. Key item in the brochure is a useful 12-page booklet which outlines the basic rules for selling up and also includes sections on mixing styles and room arrangements. It also contains "selected selling sentences" and provides answers to a group of frequently asked questions. Extra copies are available at six for 50 cents...

Equally useful, we think, is a special section on Christmas Merchandising which we've built into this issue of the magazine (page 57). It's designed to be used as a practical reference sheet and contains dozens of suggestions for holiday advertising, display and merchandising. We're also reprinting last year's big article on how to gift-wrap packages. These clearly illustrated, step-by-step instructions were among the most popular of last year's stories on holiday merchandising. Finally, also for your use in the months ahead, we've compiled a handy reference chart on current preferences in radios. You'll find it on page 51 and once you've examined it you'll quickly understand just how useful it can be to you in ordering the right "mix" of radio merchandise for the months ahead.

NOW UNDER WAY—THE TELLINGEST, SELLINGEST LAUNDRY CAMPAIGN EVER!

"I SWITCHED TO A WESTINGHOUSE LAUNDROMAT®"

AUTOMATIC WASHER

TELLING POWER IS SELLING POWER. And now, for 3 solid months, real-life housewives will be telling your customers that the Westinghouse Laundromat gives the cleanest wash... cleaner by far than centerpost washers. And their testimony will reach millions from coast to coast!



ON TV

WESTINGHOUSE DESILU PLAYHOUSE—Reaching over 30,000,000 viewers every week... with convincing messages from women who switched to the Westinghouse Laundromat.



IN 120 KEY CITY NEWSPAPERS

Ads like the one on the facing page, with pictures and testimonials of actual local women... AND featuring the hottest value in the hottest laundry line! And countless other satisfied owners will tell similar stories in their own local newspapers!

PLUS

The powerful support of the great Westinghouse Circle **W** Round-Up full line promotion!

TRADE 'N' SAVE
during the Westinghouse
CIRCLE **W ROUND-UP**

ALL THIS POWER WILL SELL FOR YOU IF YOU GIVE IT THE OPPORTUNITY.
GET IN TOUCH WITH YOUR WESTINGHOUSE DISTRIBUTOR AND GET THE FULL DETAILS.



YOU CAN BE SURE...IF IT'S **Westinghouse**



Westinghouse Electric Corp., Major Appliance Division, Mansfield, Ohio



I SWITCHED!

Says Mrs. William P. Estes, 529 Deertrail, Chicago Heights, Illinois

"All my wash comes out cleaner than I ever thought possible, since I switched to my Laundromat."

"I like having separate cycles for different fabrics, especially since the Westinghouse controls are so easy to use. No matter what I wash, my Laundromat does a beautiful job."

GETS ALL CLOTHES CLEANER

Now is the time for YOU to switch to a

**WESTINGHOUSE
MULTI-SPEED
8 CYCLE
LAUNDROMAT®**
AUTOMATIC WASHER

SPECIAL! \$000⁰⁰

OTHER MULTI-SPEED LAUNDROMATS AS LOW AS \$000.00

NEW MULTI-SPEED WASHING ACTION

Multi-speed Agitator changes speed constantly... speeds up and slows down continuously within each revolution to separate clothes and wash each piece equally well, all the time. The result... clothes are washed up to 25% cleaner, based on laboratory tests!

- PLUS •**
- SELF-CLEANING LINT EJECTOR
 - SUDS 'N' WATER SAVER
 - EXCLUSIVE WEIGHING DOOR

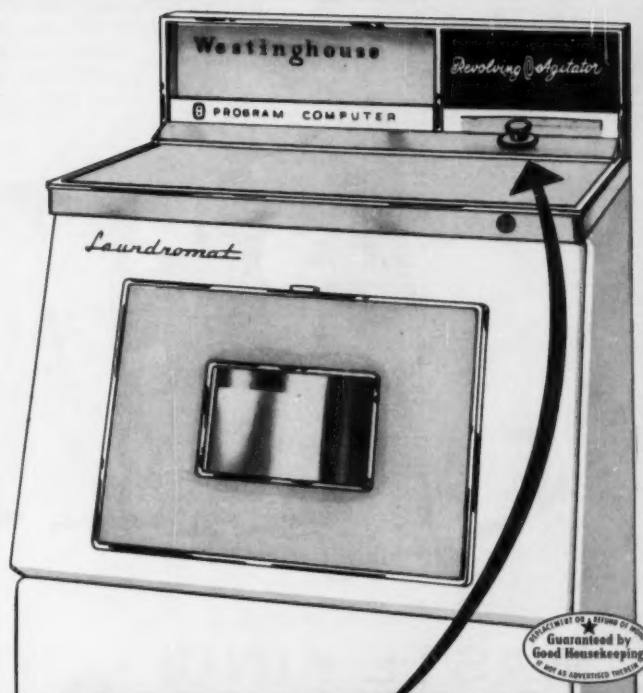


YOU CAN BE SURE... IF IT'S

Westinghouse



WATCH WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS EVERY FRIDAY CBS-TV



JUST TURN ONE DIAL...and you get the right combination of water temperature, washing times, rinses and spins for the fabric:

- | | | |
|---|---|----------------------------|
| 1. Colorfast cottons and linens - heavy soil | 3. Silks and synthetics, non-colorfast cottons and linens | 5. Blankets |
| 2. Colorfast cottons and linens - normal soil | 4. Tinting | 6. Automatic wash 'n' wear |
| | | 7. Drip-dry wash 'n' wear |
| | | 8. Cold water wash |

I want to see the pushbutton dishwasher I read about in House & Garden.

With the choice of 28 front panels to match our cabinets.

That can now wash pots and pans and plastic dishes.

With the air conditioned drying.

That holds enough dishes for a whole party all at once.

That's so quiet I can snooze in peace.

APPLIANCES

Just a minute—there's only one dishwasher in America that does all that—the new 1959 WASTE KING with Magi-matic cycle selection—there's nothing else on the market like it.

It's built by the same people who produce the WASTE KING line of fastest, quietest, highest quality garbage disposers—not only you, but 33 million others have also seen WASTE KING ads in Living, House & Garden, House Beautiful and American Home.

APPLIANCES

WASTE KING

demonstrated—?

What family, I never saw those people before in my life.

Waste King

WASTE KING CORP.
3300 East 50th Street
Los Angeles 58
California

Electrical Merchandising

OCTOBER, 1959

A McGRAW-HILL
PUBLICATION

IN THIS MONTH'S ISSUE.....FOR BETTER MERCHANDISING

Spotlite...a quick look at what's going on

Trends...the national picture
Trends...region by region
How's Business...retail sales at a glance
Stock Market Report...the industry on Wall Street
ECONOMIC CURRENTS: A New Long Look at Your Customers
MORT FARR SAYS: Don't Fight the New 23-Inch TV Sets

Promotions You Can Use

HOWARD J. EMERSON

How To Be a Radio Buyer

Special Service Sells the Builder

This Dealer Is a Disc Jockey

SPECIAL REPORT: CHRISTMAS IS COMING

Here's How You Can Cash in on Holiday Business
Take Advantage of Industry Promotion
Capitalize on What Manufacturers Are Doing
Build a Really Good Christmas Display
Say Merry Christmas in Your Advertising
Create Excitement on Your Sales Floor
Learn How to Gift-Wrap Your Merchandise

\$400 a Month in Washer Rentals

This Is the House That Service Built

To Get Big, Think Big...the IAEL's San Diego Meet

He Tripled Shaver Sales

Gibson: Going Places

Why Not Try a Crazy Display

News at a Glance

People in the News

New Products

Editorial: Back to Sanity

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Study these up-to-the-minute reports and you'll get a quick, clear view of just how good business is going to be this fall. It's just the perspective you need in planning your own selling program for the rest of the year.

If those figures we just mentioned set you to thinking about how you can cash in on the industry's current boom, you'll be delighted with this story on "bread and butter" promotions which you can use in your own operation. They're all down to earth, all have been tried and proven by other retailers... and they're all explained in detail right here so you can start using them right away.

How many clock radios should you order for Christmas selling? How popular are transistor portables going to be? Which sizes will sell best? You'll find the answers to all these questions and many others in this article which shows you exactly how to order radios for the peak selling season just ahead. Read it, study it, use it!

Here's our Christmas present for you — a month or two early as a present but just in time to be useful to you in making your own Christmas merchandising plans. You'll find everything you need here — ad ideas, sample headlines, display suggestions, a "how to" page on gift wrapping — they're all here, so have a Merry Christmas.

see

General's #35 NEW BIG ELECTRIC SLICER

- **PRESS-2-CLEAN**
REMOVABLE KNIFE
- **SAFE-T-GUARD**
KEEPS HANDS SAFE



Pedestal Legs



Gravity Feed



Suction Cups



Removable Platform



Safe-T-Guard



Press-2-Clean



and now-
**BIG #35
Electric Slicer**

General's exciting new
Model #35—a BIG
electric slicer with Press-
2-Clean AND Safe-T-Guard
plus all the other General
innovations and features is
just one more proof that...

General gives you
MORE...
MORE Features
MORE Slicer
**MUCH MORE FOR YOUR
MONEY**

General HAS GIVEN YOU MORE—
FOR OVER A QUARTER OF A CENTURY!
...over 2 million of 'em in use
General Slicing Machine Company, Inc.—Walden, N. Y.

Electrical Merchandising

OCTOBER, 1959

VOL. 91, NO. 10

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What makes HOOVER the biggest name in floor care?

IMAGINATION



Hoover's imagination
makes the
automatic scrubwoman
a reality

It takes imagination to dream up an automatic scrubwoman—and then to make her as hard-working, efficient and good-looking as the Hoover Electric Floor Washer.

This imaginative new invention wets the floor, scrubs it, and then vacuum-drys it instantly. Actually drinks up its own scrub water! Makes a housewife's messiest, toughest job almost automatic.

Two kinds of imagination go into everything Hoover makes—the kind that can realize the *need* for a product and the scientific kind that can make that product really *work*. It's this sort of imagination that has put Under-the-Thumb Control on the Hoover Constellation, the Automatic Shift on the Convertible, a stainless steel soleplate on the Hoover iron.

IMAGINATION: the Hoover ingredient that creates selling features for *you*.
The Hoover Company, North Canton, Ohio.



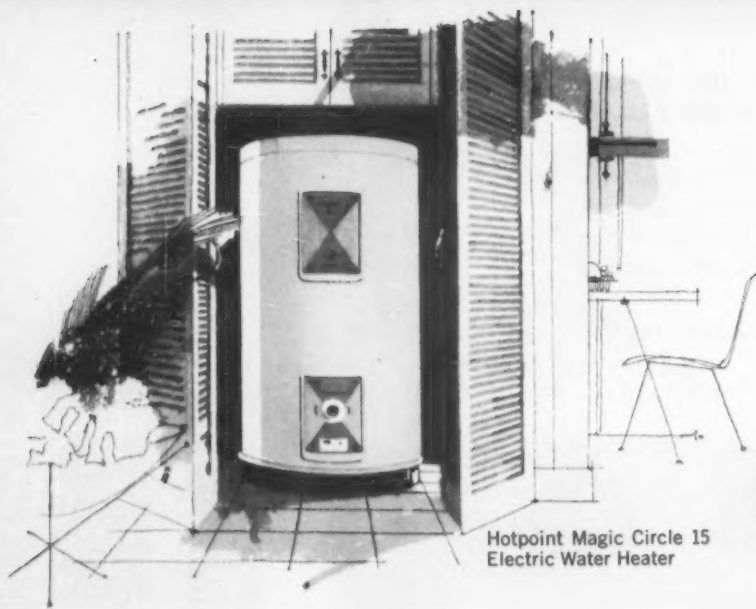
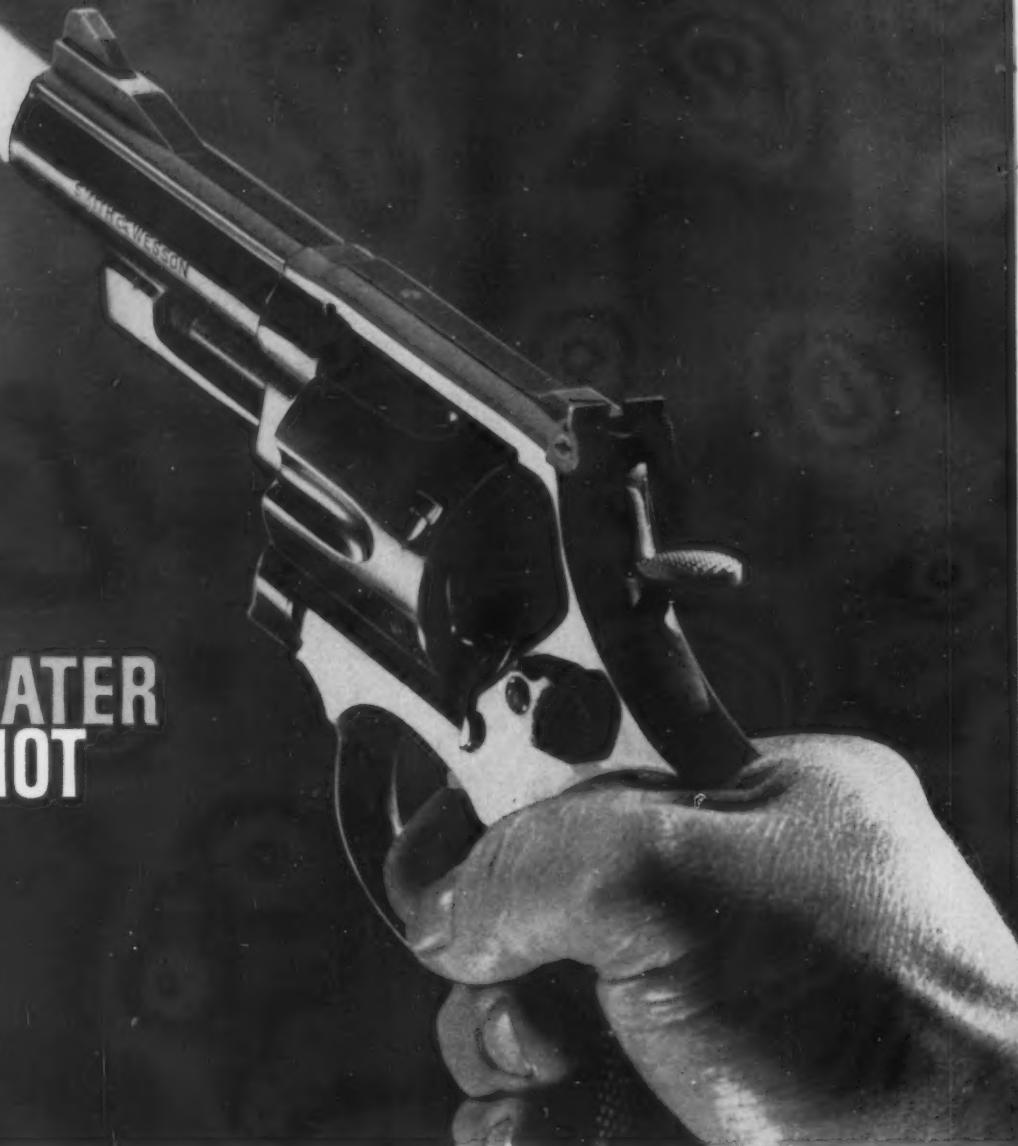
HOOVER.



FINE APPLIANCES ... around the house, around the world.

THE QUALITY OF HOTPOINT

THE DAY THE WATER HEATER WAS SHOT



Hotpoint Magic Circle 15
Electric Water Heater

In a dramatic durability test conducted on a Chicagoland Police Department target range, a .44 Magnum and a .38 Police Special were fired at a Hotpoint water heater tank from a range of 40 feet.

The bullets shattered when they hit, but the tough steel tank remained intact, unpenetrated by the powerful revolver fire. Such "bullet-proof" durability is a result of the extra-thick steel and the special construction in Hotpoint tanks. Each tank is tested to withstand a pressure of 300 pounds per square inch.

Superior quality such as this is one reason why more people heat water electrically in water heaters made by Hotpoint than in any other kind. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . .

If you're not a Hotpoint Dealer, you should be!



Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE®
DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

QUICK-CHECK OF BUSINESS

trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	136	174	112	30.0% up (7 Mos. 1959)
RETAIL SALES total (\$ billions)	18.3	18.2	16.7	9.5% up (7 Mos. 1959)
DEPARTMENT STORE SALES index (1947-1949=100)	150	149	147	6.5% up (8 Mos. 1959)
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	350	349	338	1.5% more (7 Mos. 1959)
FAILURES of appliance-radio-TV dealers	23	31	22	23.3% less (8 Mos. 1959)
HOUSING STARTS (thousands)	129.0	136.7	124.0	25.2% up (8 Mos. 1959)
AUTO OUTPUT (thousands)	238.8	555.4	180.4	48.6% up (8 Mos. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	335.3	327.4	312.9	6.3% up (2nd Quar. 1959)
LIVING COSTS index (1947-1949=100)	124.9	124.5	123.9	.7% up (7 Mos. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	24.1	23.5	22.0	6.0% up (2nd Quar. 1959)
UNEMPLOYMENT (thousands)	3,426	3,744	4,699	20.6% down (8 Mos. 1959)

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (*New Series)

A court decision which may have wide repercussions in the radio industry was handed down in New York last month.

A federal judge ruled that the FM radio patents of the late Maj. Edwin Armstrong were valid. If his decision is sustained in higher courts, the radio and TV industry will have to pay millions of dollars in royalties to Armstrong's widow.

In the suit decided last month, Emerson Radio was the defendant. Six other similar suits are pending and additional litigation against other manufacturers is expected as a result of last month's case.

By 1975 the average American homeowner will be using almost three times as much electricity as he does now.

That's the prediction by the editors of "Electrical World," a McGraw-Hill publication. In compiling their 10th annual electrical industry forecast, the "World" experts predict that residential sales of electricity in 1975 will increase 315 percent over 1958. Some of this gain will be accounted for by an increase in the number of customers served by utilities (from 47.8 million in 1958 to 71.0 million in 1975). Even so, average use per customer will soar from 3,366 kwhr (last year's figure) to 9,374 kwhr in 1975.

Even the predictions for the more immediate future are encouraging. In 1959 average residential usage of electricity is expected to rise by 5.9 percent (somewhat less than in 1958 and 1957) but in 1960 a 6.7 percent gain is foreseen. In the next few years, 1.2 or 1.3 million customers a year will be added and by the 1970's the gain will be about 1.7 million a year.

Style changes will be limited to one a year in the furniture and lamp industries if retailers have their way.

Last year the board of directors of the National Retail Merchant's Association's Home Furnishings Group passed a resolution calling for a reduction in the number of style changes each year. The proposal aroused industry-wide interest and a special committee created to study the problems involved reports now that the resolution has been received favorably by a majority of retailers, manufacturers and designers.

One of the "heros" of last year's recession is having its trouble now that recovery has set in.

Last year, when most appliances were trailing the 1957 pace, electric water heaters made a name for themselves by

Continued on page 10

great coffee-making day!



it's
immersible



stays
cleaner



brews
better coffee



only
\$14⁹⁵
RETAIL

6 to 8
cup



automatic
IMMERSIBLE
coffee maker

with *Mini Wink* percontrol

Now is the time to give new momentum to your traffic appliance sales. West Bend — the name that stands for the best in coffee brewing — opens the door with its beautifully fashioned "immersible". It washes like a dinner plate, spotlessly clean, for perfect coffee time after time. Offers the same exclusive coffee-brewing features as West Bend's famous Flavo-matics. And it's priced to sell in really big volume! Order this week for a profit-share in West Bend's "Operation Immersible".

Dept. 18A
WEST BEND ALUMINUM CO., West Bend, Wisconsin

trends CONTINUED

showing consistent gains. Now, however, with almost every other major racking up heavy sales gains, water heaters are only about eight percent ahead of their 1958 pace.

One reason is obvious, of course. The big percentage gains made by other products are the result of the poor year they experienced in 1958. And since water heaters did relatively well last year, you shouldn't expect really heavy gains this year.

However, there's another, more disturbing side to the water heater picture. In recent years the electric heater has captured 24.6 percent of the water heater market. So far in 1959, however, gas units have made new gains and for the first seven months of the year the electric heater took only 21.9 percent of the market.

You can look for good business and new competition in electric blankets this fall.

The good business looks like a sure bet. Companies which supply blanket "shells" are already backordered and are predicting a scramble for merchandise by the end of the year. One observer says it looks increasingly like a three million unit year for the industry (sales last year reached a record 2.475 million units).

The new competition comes from Beacon Blankets which claims to be the first firm ever to manufacture the complete blanket it sells (from shell right through wiring and controls). A manufacturing operation of this type obviously makes it possible for Beacon to be extremely competitive on pricing. The firm is marketing its Beacon line through bedding departments and has separate lines for basement departments and the drug trade. It's also experimenting with selling the Beacon line through the appliance trade in one test area. Results so far on this trial: extremely encouraging, say company officials.

Sears, Roebuck is trying out an interesting merchandising innovation in New York City this fall.

The company has set up a "Telethrift" Shop in New York's mammoth Port Authority Bus Terminal. Commuters hurrying to or from their buses can stop in the shop, examine the big Sears catalog, and phone in their order direct from the Telethrift Shop. The call is taken by a special clerk in the Sears building further downtown and is then teletyped to a mail-order plant in Philadelphia. Merchandise is taken from storage bins there, wrapped, and placed on a special truck for New York. The commuter-shopper can pick up small items in the Telethrift shop the next day. Larger items are home-delivered.

Sears has never tried anything quite like this before and other merchants are watching it as a possible means of capitalizing on a high-traffic location. The Port Authority Terminal, incidentally, is right at our back-door so we'll keep you advised on how the experiment works out.

Another radio manufacturer has decided to import Japanese sets for sale here under its own brand name.

Matsushita Electric has announced that Bulova Watch Co. will import 45,000 mercury battery-powered transistor sets between September and December with another 15,000 scheduled for delivery early next year. Sets will be sold under the Bulova brand name.

End

this
Christmas
everybody
will
clean up
with
REGINA



there is so much more to promote!

REGINA

POLISHER-SCRUBBER-RUG CLEANERS

First, Best, Most Widely Used in America

Four models — one for every market level. All with a more sensible mark-up, more value than any floor appliance has ever offered . . . plus a lifetime of dependable service at every price level.

EVERY MODEL WITH A RUG CLEANING ATTACHMENT

- Model 260 — New! Suggested List \$39.95
China-blue and gray color combination.
- Model 460 — Suggested List \$49.95
Driftwood and coppertone color combination.
- Model 560 — New! Suggested List \$54.95
Decorator Primrose two-tone combination.
- Model 760 — Suggested List \$64.95
Lifetime, genuine chrome-on-metal finish.

TIE-IN with Regina's big Holiday Advertising —

Large-space, color ads in December issues of LIVING FOR YOUNG HOMEMAKERS, HOUSE & GARDEN, HOUSE BEAUTIFUL and SUNSET. Preceded by ads in LOOK, McCALL'S, BETTER HOMES & GARDENS and other leading magazines.

REGINA *Elektrikbroom*

In Daily Use in Thousands of Hotels and Motels

Model 600 — New Suggested List, \$39.95

The famous lightweight vacuum cleaner that's sweeping the consumer, hotel, motel fields. It's a big seller every Christmas — now reduced to you and to the consumer, with greater mark-up.

Feature these popular gifts by Regina — you'll find additional proof of their prestige in your sales and profits.

Mail Coupon Today For Further Information and Free Promotion Helps

THE REGINA CORPORATION, 11 Regina Ave., Rahway, N. J.

I am particularly interested in:

Regina Twin-Brush Polisher-Scrubber-Rug Cleaner

Model 260 _____ Model 460 _____ Model 560 _____ Model 760 _____

Regina Elektrikbroom Model 600 _____

Name and address of distributor in my territory _____

Regina promotional aids _____

STORE _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

SIGNED _____

IN CANADA: Send coupon to Switson Industries, Ltd., Welland, Ont.

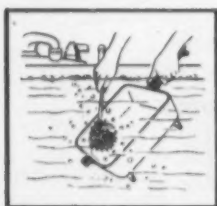
Now! Only Dominion Gives You These
Two Sensational Top Quality Appliances

PRICED To SELL

at only **\$14.88** with **FULL PROFIT MARGIN**
EACH



Easy to Use—Fingertip heat control provides temperature range to 420°.



Easy to Clean—Controlled heat and special finish eliminate foods sticking.



Family-Size Meals—Deep square design provides greater capacity. Foods cook better.

PLUS

- Automatic signal light
- E-Z Cook Guide on handle
- Complete with vented hi-dome cover and cook book

**FEATURE THE LINE
THAT FEATURES
FULL PROFIT MARGINS**

DOMINION

ELECTRIC CORPORATION • MANSFIELD, OHIO

For a limited time only you can offer your customers the Dominion Model 1604 Coffee Maker and Model 2211 Fry-Skillet both priced to sell fast at only \$14.88 each. They're regular top-quality appliances (not promotional items) and usually retail for \$19.95!

Here are the right appliances, at the right price . . . and with full profit margins . . . just in time for the profitable fall selling season ahead. But that's not all! They're backed by the most liberal and flexible cooperative advertising plan plus hard-selling sales aids. Get in touch with your Dominion distributor today.



**10 CUP
CHROME
FINISH**

Flavor Regulator—Assures same delicious flavor—cup after cup.



Indicator Jewel—Automatically signals when coffee is ready.

PLUS

- Graduated cup markings
- Special cold water pump
- No-drip spout, stay-cool handle

trends

REGION BY REGION

THE EAST

By John A. Richards



Christmas boom is in the air... AC's dehumidifiers, refrigerators, TV brighten sales... Some in shortages begin to appear.

MAYBE it was the surprising spurt of air conditioner sales.

Maybe it was the unique mark dehumidifiers made in the market this season.

Or maybe it was the strength refrigerators registered, and the way TV sales failed to wilt.

Whatever it was, it had eastern dealers exuberant last month. Between their words you could almost hear them humming "In the air there's a feeling of Christmas."

The boom feel was there. Looking ahead to holiday sales it presaged a bright final quarter. Fresh from rousing Labor Day promotions, usually dour chain executives talked of "good" business. Business was "strong" for big outlets in Philadelphia and in the hinterlands of that city one dealer was "ahead 25 percent for the month" while another had his "best month ever."

Using "No down payment till November 1" inducements, dealers on the Buffalo frontier were enticing sales, despite the radiating effects of the steel strike. The sales situation in Buffalo itself was "fair," in Rochester things were "stable," in Erie "quiet," and Jamestown, after racking up strong gains in such products as TV, was suddenly hit by a plant closing. A psychological blow to spending is anticipated. Distributors in Boston were reflecting dealer optimism in reports of "good business." New York suppliers' comments ranged from "pretty good" to "our business continues excellent."

This season's air conditioner bonanza skipped scarcely anybody. There remained a carryover glow for next year.

And what inventory was around, both with distributors and dealers, was being juggled to circumvent the new excise tax. As for dehumidifiers, many easterners feel like the Philadelphia dealer who confessed, "I missed the boat badly on dehumidifiers, but I won't do it again." Refrigerators and refrigerator-freezers continued an upward sweep in Washington and Baltimore, in Philadelphia and New York, and in Worcester and Boston.

Surprising many eastern dealers was the strength TV has shown. Even though TV and radio sales were coming "tough" for one big Philadelphia outlet, independent dealers in Philadelphia's environs cited "very surprising" TV sales, including color sets. And Buffalo had just experienced three good weeks of TV. In Reading TV was "10 percent better." And in northern New Jersey, on Long Island, and in Manhattan, dealers were "genuinely pleased" at the way TV sales have held up.

Short supply on desirable merchandise has been a frequent complaint lately. G-E white goods have fallen in this category over the past summer. Now Zenith and Hotpoint have been added to the list. So has Kelvinator refrigeration products. And heavy sampling of RCA and Admiral portable TV, in New York, Buffalo and Boston, has cut deeply into available merchandise. Motorola has also run into the problem on selected TV and radios, particularly its new pocket transistor unit.

THE MID-WEST

By Ken Warner



Dealers load up and only a part of it is "scare" buying... A big department store makes itself felt... Air conditioner sales soar

DEALERS are buying. In Minneapolis, The Forster Co. put on

a parking lot show for dealers. Last year, this show wrote \$250,000 in orders. This year, with bare feet and a jungle theme which included a live orangutan, Forster salesmen wrote \$450,000 worth of business, which is a usable increase in anybody's business. Stereo incidentally, accounted for 35 per cent of this business, which makes it look like the upper Midwest has finally caught up with the rest of the area in this respect.

In Chicago, tightening inventories at the distributor level have salesmen on the street with "you better buy now" stories. For one distributor, deliveries in much of his line have lengthened to three or four weeks from three or four days. Another has only two washer models left. One distributor pegs his current situation as "25 percent scare orders, the rest to sell now."

The public is buying and things are looking up, and up, and up for everybody in the business.

Department store competition is another problem. Marshall Field and Co. is number one price-setter these days. Ads run in all the papers, with Field style, and not a price in sight, but just about every brand offered with the promise that "Our prices are competitive and there's one low price." And they're not fooling, dealers report. "They come in here and when they get my low, low, say, 'Why I can get it for that at Field's and you must be able to beat them'" says one suburban dealer. "I have to fall back on a service story, of all things."

Another dealer has put Field's on his shopping trip list. He says they're streamlined to the point where no one waits on customers in the old style. Instead, signs say "If you're interested, call a salesman," or words to that effect. This would worry this dealer, ordinarily, but he's way ahead of last year, too, and besides, he hears that Field's is going to firm up prices. Competition that in 1958 would have had dealers tearing their hair is "just another factor." Business is that good.

It was a hot summer in all kinds of ways, and heat is one reason for Chicago area complacency. Air conditioners lagged at mid-summer, and then sold out reorder after reorder through Labor Day. Sales were so good that some Chicago dealers think the ice has been broken for sure, and are planning late-fall price promotions on coolers, something they've

Continued on page 15

It takes 29 toaster sales
to match the money you make on 1
Easy Combomatic Washer/Dryer!

Sure—small appliances are a wonderful come-on! But, this Christmas, you can make a 3-figure profit in a fraction of the time it takes to sell 29 toasters.

Sell Combomatics—the perfect gift!

Women want them! Men want to buy them! Promote them as the glamor gift! Promote special Christmas credit.

It takes longer—but not *that* long to sell a Combomatic instead of 29 small appliances. Make use of all your Christmas traffic prospects—this Christmas step them up.

**Let your customers know
Easy Combomatic prices start
as low as \$369⁹⁹**
plus old washer!

Easy Combomatic® delivers big family size capacity in a kitchen-size cabinet only 27" wide. Handles up to 10 lbs. of clothes.

Easy Combomatic is available in Gas, Electric, Condenser and Electric Vented models. The perfect combination for every prospect.

Easy Combomatic washes and dries every kind of washable—including the modern Wash n' Wears, all synthetic fabrics.

Easy Combomatic does the complete job faster than any other combination. Saves more time than separates, too. Of course it saves more space.

EASY APPLIANCES DIVISION • The Murray Corporation of America, 919 N. Michigan, Chicago, Ill.



trends

REGION BY REGION

never done before. "All I need is a hot spell in November," cracked one man, who, seriously, intends to sell more air conditioners before Christmas.

This summer saw the formation, in Chicago, of a group with a difference. Buying groups of one kind and another have come and gone in Chicago. This new one—Better Electric Appliance Merchants, BEAM Stores for short—might stick around for a while. The four stores are co-oping their ads only. Buying is still independent. So all they have to do is agree on some merchandise and a price to push, and by pooling their ad dollars, they run pages instead of quarter-pages.

THE SOUTH EAST

By
William McGuire



Steel strike casts bigger shadow . . . But booming TV takes up the slack . . . Air conditioners enjoy a late summer spurt

A MONTH AGO, a banner year seemed a certainty in the Southeast.

August was good to excellent, coming off a fine July. Many dealers felt that only the steel strike could stand between them and a near-record year. It was not until early September that the strike, then two months old, began to make itself felt in the South, and then only at retail and in the steel-sensitive Birmingham area, where some 40,000 workers were idled. But as it dragged on toward October and the 90-day mark, much beyond which manufacturers' stocks were not expected to last, shortages started showing up in appliance lines, layoffs began to hit steel-consuming industries hard, and dealers and distributors alike found the sledding tougher.

This much was sure: Every day that the strike ploughed further into October

represented another chip off what could have been a year to remember in the South. In nearly every key area, the first three-quarters had been exceptionally solid, with volume gains of 10 to 20 percent over 1958 the rule rather than the exception, at both wholesale and retail. Then, the strike.

The industry's calendar seemed to Southern dealers their strongest ally. As steel stocks dwindled, white goods sales entered their historic fall decline and steel-light electronics began to take over the volume load.

The consensus: The strike will probably end in late October or early November, with the seasonal swing to TV and stereo precluding any really serious damage to the year, and at the same time acting as an umbrella under which white goods production should be able to recoup in plenty of time for Spring, 1960.

By mid-September, the early action in television had identified itself as something more than new-line sampling. Surprisingly strong late-Summer sales were reported by dealers in Charlotte, Atlanta, Chattanooga, Memphis, New Orleans and Charleston . . . enough to indicate a good season ahead.

Of particular interest to Southern dealers was TV's general upgrading trend, apparent in the new emphasis on furniture and high style, and in the improvement of design, features and margins in certain portable lines.

Though air conditioning tailed off in Miami and Birmingham (in New Orleans it never got off the ground), in other major Southeastern cities it wouldn't quit; kept moving clean through August. This capped a generally good season keyed which had already been distinguished by controlled production and, in the South, rational buying, more profitable selling at firmer prices, extremely low wholesale and retail carryover, and almost no dumping. All of this left the region with its tidiest air conditioner market place in years, and prospects of an even more stable season next year.

With spotty exceptions, including New Orleans and Jackson, the freezer season in the South has been a quiet one. The high demand predicted in many quarters early in the year failed to materialize, due largely, some observers felt, to the fact that last year's high volume took a sizable bite out of this year's market.

Though refrigerators headed up sales for a great many of the area's retailers during August, laundry held a generally strong second place. For dealers in Nashville, Miami, Memphis, New Orleans, Birmingham and Jackson, and distributors in Tampa, Miami, New Orleans and Richmond, boxes were best, with most of the action coming in the 12's and up. Bottom rung on the ladder belonged, once again, to free standing ranges.

THE GREAT LAKES

Big year for air conditioners . . . Strike talk hurts . . . TV moves well in Detroit and Cleveland . . . No action yet on Ohio Fair Trade

A FINAL look at the 1959 air conditioning season, spurred to top levels by the summer heat and humidity, brought these comments: "We sold as many air conditioners in the last three weeks as we did all last year," commented one downtown Cleveland retailer. "And what we thought was a three-year supply of fans is completely gone," he continued happily. Detroit-area merchandisers, too, found '59 the best season yet for air conditioning units.

Now the current steel strike is taking a chunk of urban Cleveland sales. Detroit dealers, on the other hand, have suffered no ill effects so far from the steel tie-up. In Cleveland, dealers report although sales are still holding they're faced with the same "We'll have to wait till the strike is settled" talk. This comes not only from those working in basic steel, but from subsidiary industries which could curtail production as inventories are depleted.


TV is going especially well in the Detroit market, one suburban dealer crediting the ringing of schoolbells with increased TV sales. "The kids are pressuring for repair of sets that may have been broken and unused during the summer months and purchase of new sets."

Refrigeration and TV are going well in the Cleveland market, and dealers report good sales of hi-fi. Stereo, according to one dealer, "has temporarily laid an egg," but this dealer expects sales to pick up rapidly as the gift season approaches. He also reported a lack of confusion in the hi-fi stereo struggle. "People seem to know now what's what. The close comparison in pricing between the two is another indication stereo sales should turn out well," he added.

The construction market for 1959 brings a bright spot in the economy. A recently completed survey reports that housing starts in the Cleveland area are up 25 percent—and the promise of good weather could keep the boomlet going.

Dealers in Ohio are feeling no effects of the recently signed Ohio Fair Trade law. "We expect they'll toughen up after the first of the year," comments one dealer, "but so far all we know is the bill has been passed."

Continued on page 18



Everyone said,
"It can't be done"
but Gibson is doing it!

HAWAII BY JET IN '60!

Only an aggressive selling team like Gibson's would even dare *think* about luxury Pan American Jet Clipper trips to Waikiki, let alone do it! But this is fact . . . you, and thousands of other Gibson Dealers, will enjoy the most glamorous vacation of all time next Fall — Hawaii by 660 m.p.h. Jet!

Right now 3,000 Gibson Dealers are in San Juan, previewing the hottest *new line* in the industry, the greatest *selling plan* in the field, and hearing of unbelievably easy qualification requirements for the most fabulous vacation ever offered. Hawaii by Jet! You can get the same story at your Gibson Distributor's Open House in October — watch for the dates, be sure to attend.

WANT TO GO PLACES?

get going...



You'll fly to romantic Hawaii in non-stop, 660 m.p.h. Intercontinental Jets! Gibson's exclusive charter arrangements with Pan American will enable you to breakfast at home — lunch in enchanted Honolulu. Nothing in the air can match the speed and service of these luxury Pan Am Jets.



For your added pleasure — spectacular entertainment! Hawaiian Luaus, Hula Dancers, Tahitian Festivals, Poolside Reviews. Sight-seeing to Pearl Harbor, ancient Hawaiian shrines, Oriental temples, *all the charm and beauty of Hawaii . . . all yours from Gibson!*



Your home in Aloha land — the fabulous hotels of Waikiki Beach. You're minutes from shopping, steps to the pool and beach. Everything in this vacationland paradise is dedicated to your comfort and pleasure.



Golden Waikiki Beach is at your doorstep. You'll thrill to the sight of surf riders, outrigger canoes, the breathtaking beauty of Diamond Head and the sparkling splendor of the blue Pacific. Nowhere in the world can you equal

the timeless lure of these tropic islands. You'll truly live in a storybook setting of soft, surf-rimmed beaches and gentle green valleys. Hawaii, the Pearl of the Pacific, your vacation dream come true.

get Gibson

Gibson Refrigerator Company, Greenville, Michigan, a Division of HUPP Corporation

trends

REGION BY REGION

THE SOUTH WEST

Stereo looks promising as TV and refrigerators move well... Tax angle help air conditioner business... Washer sales up

WITH the books closed on a generally strong summer, Southwest dealers are already knee-deep in brisk fall sales and planning better things to come.

Stereo, the giant that lay dormant all summer in most areas, now looms large on the horizon. In Houston, manufacturers and distributors joined with the "Houston Post" in sponsoring a big Southwest stereo and hi-fi show September 11-13. A dealer in Dallas is in the process of setting up four complete rooms of stereo, hi-fi and TV—250 pieces in the total display. And Montgomery Ward in Dallas reports "We have run completely out of stereo a time or two," after running stereo promotions almost constantly for several months. Although actual sales have been slow in the Albuquerque area, dealers comment that interest has been captured by the manufacturers' promotions and they expect results soon.

As the air conditioning season dribbled to a close for most Southwest dealers, several Texas retailers again proved the effectiveness of a strong advertising and promotion campaign capitalizing on up-to-the-minute tie-ins. Combining the threat of a pending sales tax on air conditioners with a week of hot weather and good prices, Stahl & Myers in Houston experienced "tremendous sales" during the last four days of August. In fact, "August 31 was the biggest day, both in unit sales and dollar volume, in the history of the company," general manager Arnold Myers says. These four days pulled their season total slightly ahead of '58 while other Gulf Coast dealers reported a decline of 20 percent from last year's figures.

In Dallas, nine suburban retailers along Knox Street cooperated in advertising and promotions slanted at the tax angle and pulled in customers galore, aided by one hot weekend in August. While other dealers were beefing about the cool weather and "over-saturation," and saying "air conditioners just don't

wear out," one Knox Street dealer compiled "the second best air conditioning season ever."

With a soft spot here and there, refrigeration led August sales all over the Southwest, even in Albuquerque, generally known as a "strong laundry town." Several Dallas dealers report a trend toward larger refrigerators in their area. Freezer sales also looked good during August all over the region.

In the Houston area, laundry nosed out refrigeration for best seller and finished high on the list in Oklahoma City, Fort Worth and Albuquerque. After a slow summer, sales are picking up in Little Rock while several Dallas dealers say that although the laundry business is good volume-wise, a drop in margin is hurting their profit.

True to expectations, TV moved into its usual fall boom in Arkansas and New Mexico and continued to increase in Texas and Oklahoma where little slump was felt this summer. Around Dallas the console market is surprisingly good, (especially in sets priced about \$200) with a high percentage of trade-ins proving that old sets are being replaced. Most dealers have cleaned their floors of '59s with close-out sales and are now pushing the new models.

THE FAR WEST

By Howard Emerson



Volume better than charts indicate... Dealers plan no return to outside selling... Salesmen in demand, will average \$5000 to start

THE appliance-TV business in the Far West is booming along with the rest of the economy here. Many dealers expect the biggest fall business ever, and at a good rate of profit. Actual volume here is better than one might assume from the percentages in EM's "How's Business". Because the Far West experienced a much weaker recession in '57-'58, current volume does not produce the spectacular percentages of increase witnessed in reports from the East and Midwest. But there are still problems, and the availability of salesmen is one.

"Selling in the Far West", part I, last month reported from 65 dealer interviews that "... good salesmen are hard to find in every section of the Far West." In

part II this month, let's see whether salesmen east of the Rockies should do a "Horace Greeley" to a land of anxious prospects and high commissions. Here's what key dealers say about their plans and what they are paying salesmen.

Will there be a resurgence of outside selling crews? Definitely no, the dealers say. Len Julien of Harrington's, San Diego, reflects the thinking of many: "We have discontinued outside crews. People's buying habits have changed... they buy before they get home. They are demanding such bargains that you can't afford to pay a salesman to go out and knock on doors." At Handy Andy's, Sacramento, Keith Anderson says outside salesmen don't produce enough to warrant such a force. In Phoenix, Ariz., Mort Brayer points out: "The newspaper is our outside salesman."

In Los Angeles, TV dealer Bill Hanlan comments: "We used to split 50-50 with outside salesmen. This is out of the question today." Two of the largest department store chains here have no outside-only sales force and indicate no intention of going back to it. In San Diego, department store Walker-Scott has outside salesmen for its freezer operation only.

In Sacramento, Jay Kasper states that outside salesmen can be a dangerous thing for a dealer these days. "The kind and caliber of men you need may not be available. They have to be selected carefully and must know the business and have a good reputation. A flop salesman easily could damage a business reputation."

With Far West salesmen working mostly part-in and part-out, how well and by what means are they paid? In Portland, Ore., Harold Kelley says his salesmen average \$500 a month. They get a draw toward commission, \$250 at the middle of the month, the total at the end. In the same city, George Smith's salesmen also average \$500 a month, working on a \$400 guarantee against 15 percent of the gross profit, with service included in the cost. Another home furnishings store there guarantees its men \$300 with the commission averaging eight percent. A department store there offers \$286 total guarantee, paid twice monthly, with a six percent commission paid on the 10th.

In Los Angeles a large department store chain offers salary and commission averaging better than \$110 a week. Two independent dealers there report their salesmen getting \$100 or a little more weekly. In Phoenix, Mehagian's salesmen average \$7,000 yearly with some as high as \$12,000. At Mort Brayer's there, "good salesmen get about \$600, the better ones from \$750 to \$1,000." Chick Myers salesmen work on commission with a draw if they wish. They work 6 hours in, two hours out, each day, average \$800 to \$1,000 monthly in September through March, about \$600 a month during the hot summer.

In Boise, Idaho, salesmen at Terry's
Continued on page 70

TOP APPLIANCE DISTRIBUTORS ARE SWITCHING TO ACCO POWER PRODUCTS!

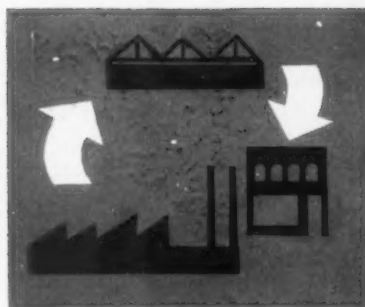
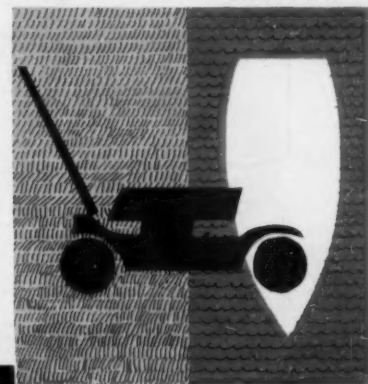
AND
HERE'S
WHY—

ACCO's complete line is guaranteed for quality and performance by one of America's largest and most successful manufacturing corporations.



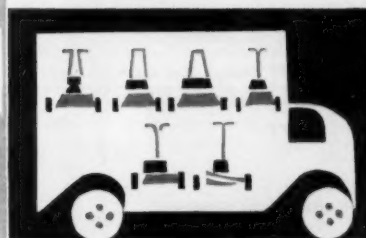
ACCO DYNA-PAK—22" Deluxe Aluminum Rotary. Representing ACCO's Deluxe line for the top of the market, which accounts for approximately 40% of your sales. At full margins.

ACCO's soon-to-be-announced OUT-BOARD MOWER is the hottest specialty item in years—and only your registered ACCO dealers will have it.



ACCO's policy of 2-Step Distribution (Distributor-to-Dealer) with no direct sales protects distributors and dealers.

ACCO's prices are pre-cut to let you and your dealers meet and beat competition without slicing profit margins.

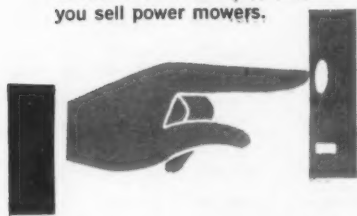


ACCO's complete line of mowers in every style and price allows your dealers to satisfy all their requirements from one source of supply.



ACCO DELUXE—21" Reel representing ACCO's complete line of power reels and hand mowers which serve the remaining 20% of your market.

ACCO's Complete Program is the result of the industry's most comprehensive survey to find the best way to help you sell power mowers.



ACCO 22—22" Steel Rotary. Representing ACCO's steel promotional line for the competitive market, which accounts for between 35 and 40% of your sales.



ACCO's national advertising campaign—heaviest in the long history of its maker—pre-sells consumers and builds dealer business.

Appliance Distributors who are interested in further information about opportunities with ACCO in their area, write today to



ACCO POWER PRODUCTS
STEVENS LANE
EXETER, PENNSYLVANIA

Division of American Chain & Cable Company, Inc.

NEW from Chromalox

quick change oven unit
replacements

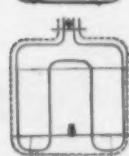


FOUR NEW Chromalox bake and broil elements now enable you to service all center-mounted elements of standard width ovens.



ALL-PURPOSE BAKE ELEMENT

Catalog No.	Volts	Watts	Oven width	List
RO23	240	2300	About 16"	\$ 9.90
RO27	240	2700	About 24"	10.90



ALL-PURPOSE BROIL ELEMENT

Catalog No.	Volts	Watts	Oven width	List
RT30	240	3000	15 1/2" up	\$9.95
RTB5*	240	500		3.95

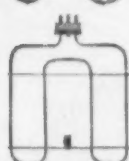
*Browning element. Illustrated by dotted line.



Use plug-in elements where terminal block is made for three horizontal prongs on 1/2" centers.

PLUG-IN BAKE ELEMENT

Catalog No.	Volts	Watts	Oven width	List
ROP27	240	2700	About 16"	\$7.95
ROP30	240	3000	About 24"	8.95



PLUG-IN BROIL ELEMENT

Catalog No.	Volts	Watts	Oven width	List
RTP30	240	3000	15 1/2" up	\$9.95

FOR SURFACE UNIT REPLACEMENTS...
Chromalox has a complete line of surface elements and adaptor rings to service any standard electric range.



SEND TODAY

For more than 25 years Chromalox has been the leader in the electric heat industry. Send for our new catalog today and you will see how we can help you service your range, broiler, water heater, and more.



CHROMALOX
Electric Heat
INDUSTRIAL • COMMERCIAL • RESIDENTIAL
EDWIN L. WIEGAND COMPANY
7500 THOMAS BLVD., PITTSBURGH 8, PA.

trends

REGION BY REGION

CONTINUED

Appliances spend about half time outside following leads, get \$250 a month guarantee to start, a draw toward commissions, and most earn at least \$100 a week from the beginning, much more with experience. Nearby, Crazy Lawrence pays salary and commission with all salesmen making more than \$600 a month. In Spokane, Wash., an appliance firm pays salesmen 30 percent of the gross profit with a \$200 draw. Its men average \$5000 a year. In San Diego, at Scotty's TV, salesmen average \$600 a month, based on both salary and commission.

Consensus of the dealers interviewed showed that salesmen in the Far West can expect about \$5,000 a year in the beginning, can expect to reach \$7,000-\$8,000 with experience, sales ability and work. If he gets above \$10,000 he will be the exception. To start he will get a guarantee between \$250 and \$400 and a commission in most cases to be figured as a percentage of the gross profit on the sale. *End*

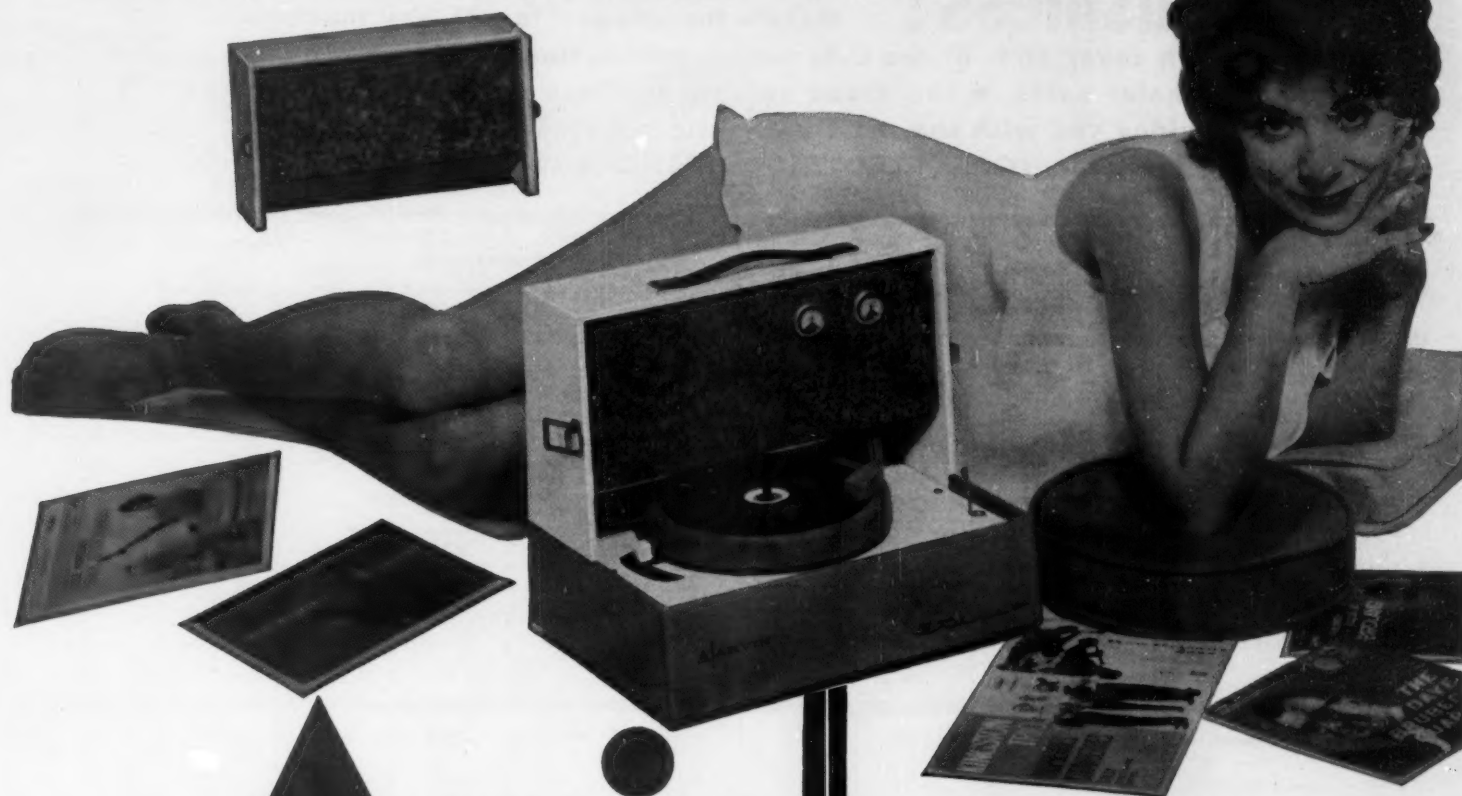
Manufacturer Shipment Statistics

Estimated industry shipments of major appliances (electric and gas), radio and television

		1959 (Units)	1958 (Units)	% Change	
DISHWASHERS	July	36,500	33,100	+10.27	
	7 Mos.	291,200	217,200	+34.07	
DRYERS, CLOTHES, Electric	July	66,791	54,557	+22.42	
	7 Mos.	406,601	326,337	+24.60	
	Gas.....	July	28,457	20,956	+35.79
	7 Mos.	196,068	135,725	+44.46	
FOOD WASTE DISPOSERS	July	61,400	49,100	+25.05	
	7 Mos.	411,800	331,800	+24.11	
FREEZERS	July	124,600	119,700	+ 4.09	
	7 Mos.	777,600	613,300	+26.79	
INCINERATORS, Gas	July	4,300	3,500	+22.86	
	7 Mos.	24,100	26,300	- 8.37	
RADIOS, Home-Portable-Clock	July	574,310	406,593	+41.25	
(production)	7 Mos.	4,781,700	3,561,237	+34.27	
RADIOS, Automobile	July	254,725	186,379	+36.67	
(production)	7 Mos.	3,154,921	1,650,898	+91.10	
TELEVISION (production)	July	350,360	274,999	+27.40	
	7 Mos.	3,133,075	2,443,929	+28.25	
RANGES, Electric—Standard	July	67,100	57,500	+16.70	
	7 Mos.	562,700	457,500	+22.99	
	Built-in.....	July	62,100	41,000	+51.46
	7 Mos.	415,400	285,000	+45.75	
RANGES, Gas—Standard	July	114,300	113,400	+ .79	
	7 Mos.	927,300	879,600	+ 5.42	
	Built-in.....	July	26,400	15,900	+66.04
	7 Mos.	186,700	112,700	+65.66	
REFRIGERATORS	July	370,800	279,700	+32.57	
	7 Mos.	2,237,100	1,764,700	+26.77	
VACUUM CLEANERS	July	221,232	263,778	-16.13	
	7 Mos.	1,932,422	1,765,502	+ 9.45	
WASHERS, Automatic & Semi-Auto	July	251,300	212,208	+18.42	
	7 Mos.	1,621,539	1,392,225	+16.47	
	Wringer & Spinner.....	July	66,763	65,079	+ 2.59
	7 Mos.	506,709	462,655	+ 9.52	
WASHER-DRYER COMBINATIONS	July	9,665	7,829	+23.45	
	7 Mos.	96,914	72,680	+33.34	
WATER HEATERS, Electric (Storage)	July	66,200	79,000	-16.20	
	7 Mos.	498,600	476,500	+ 4.64	
WATER HEATERS, Gas (Storage)	July	238,500	221,400	+ 7.72	
	7 Mos.	1,780,100	1,557,600	+14.28	

Sources: NEMA, AHLMA, EIA, VCMA, GAMA

this is a picture of your NEW stereo market



Arvin

introduces a
stereo phono at a new low budget
level for new high profits

With this bright new budget-priced stereo phonograph, Arvin opens up a whole new market for you. A market practically untouched until now. A market young in years but thoroughly knowledgeable when it comes to stereo phonograph performance.

Imagine the extra sales you can rack up with this high-quality, low-priced unit during the peak sales season just ahead! Model 2094 plays all 4 speeds, all record sizes. The light weight carrying case—compact as an overnight bag—opens up into a smart record playing unit with detachable speaker. Fifteen feet of interconnecting cable included. Two 4-inch speakers—one in each section—and separate volume controls for each channel. Dual sapphire styli. 45 RPM pop-up spindle in the turntable. Beautiful white and gray finish with brass trim and black and gray grille. **\$42.95***



Model 2094 closed
as easy to carry as an overnight bag.

And remember, Arvin has a complete and varied selection of both phonographs and radios with "take-me-home" styling bound to earn a proud place in your sales tally this fall.

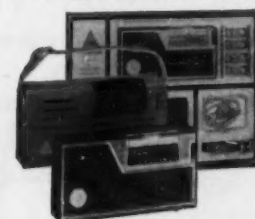


Match this complete stereo system to catch sales from discriminating customers! Phono features 3 matched speakers, 4 tubes, separate bass-treble-volume controls, electronic crossover network, 45 RPM spindle, VM stereo changer for all 4 speeds, 30 to 20,000 c/pa frequency response. Amplifier features 4 tubes, two speakers, volume/tone controls, crossover network, input jack. Both units are charcoal gray in color.
Phono: Model 7097. **\$119.95*** Amp.-Spkr.: Model 1597. **\$38.95***

...and don't forget Radios!



"International" 3-Band, 7-Transistor Portable. Receives foreign, local, amateur, ship, aero, marine, time and weather broadcasts. Features long range "whip" antenna, battery-saver switch, 5" speaker, push-pull output. Delivers 750 hours playing on 8 "D" flashlight cells. Handsome black pigskin leatherette case. Model 9598 **\$100***



Bright and breezy gift idea. Six transistor pocket-size portable gives 100 hours playing from four penlight batteries or 250 hours with mercury batteries. The neat gift pack also contains an earphone attachment, smart leather carrying case and 4 batteries. Colors: Black, gray, white. Model 9594A **\$41.95***
*Slightly higher far west and south

Arvin



Arvin also manufactures Table and Clock Radios, Portable Electric Heaters, Electric Home Heating Units, Met-L-Top Ironing Tables, Steel and Aluminum Furniture, Charky Barbecue Grills, Arvinyl Wall Materials, and Automotive Mufflers and Accessories.

Consumer Products Division

ARVIN INDUSTRIES, INC.
COLUMBUS, INDIANA

how's business?

Here's the answer for 27 key markets which cover 18% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with the most authentic, timely index of retail sales yet available. It's an ELECTRICAL MERCHANDISING exclusive.

July figures: 00 Year to date figures: 00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-washers	Room Air Conditioners	TV
IN THE EAST									
United Illuminating Co.	+12	-1	+17	-12	+2	+31	+37	-41	+5
	+13	+9	+8	-22	+3	+11	+22	+12	+4
N. Y. State Electric & Gas Corp.	0	-8	+6	-10	+1	-15	+29	+29	*
	+1	+3	+4	-9	+3	-7	*	+98	*
Jersey Central Power & Light Co.	+22	+13	-7	+1	+15	+3	-12	-13	-1
	+21	+12	+1	-10	+14	-6	+2	+55	+4
New Jersey Power & Light Co.	+5	+72	+7	+25	+63	+42	+42	+17	+38
	+19	+41	0	+29	+21	+21	+39	+58	+33
Philadelphia Electric Assn.	+41	+44	+68	+21	+30	+30	+37	+36	+5
	+23	+42	+7	-1	+13	-21	+22	+13	+4
Pennsylvania Electric Co.	+13	+15	+13	+6	+5	-17	+33	+85	-3
	+14	+18	+20	+13	+11	-3	+12	+89	-2
West Penn Power Co.	+6	-18	-4	+13	+19	-8	+40	+28	+12
	+17	+7	+10	+6	+18	+10	+57	+55	+12
IN THE MIDWEST									
Dayton Power & Light Co.	-9	+18	-21	-47	-24	-48	+12	+74	-48
	+13	+4	-10	+5	-2	-4	+50	+41	0
Commonwealth Edison Co.	*	+2	-31	-6	*	-5	+24	+23	*
	*	+9	-4	+7	*	-1	+52	+46	*
Kansas Gas & Electric Co.	-24	-4	-12	-80	+1	-24	-27	-20	-26
	0	+10	-3	-43	+3	-9	+22	-11	-14
Kansas Power & Light Co.	+9	+27	-19	-30	-6	+3	*	-10	+7
	+5	+11	-7	-24	-9	-7	*	-8	-9
Nebraska-Iowa Electric Council	+64	+5	+40	+36	+26	+46	+100	+110	+13
	+44	+28	+24	+29	+21	+35	+149	+51	+17
IN THE SOUTH									
Kentucky Utilities Co.	+6	-19	+3	-30	-7	-29	+11	+13	-5
	+5	-3	-3	-4	0	-19	+33	+3	-5
Chattanooga Electric Power Bd.	+26	+5	+40	+52	+13	+5	+171	+22	+25
	+17	-11	+28	+13	+9	+10	+228	+5	+23
Nashville Electric Service	+26	-18	+25	+1	*	+4	*	*	*
	+25	+3	+19	+3	*	-1	*	*	*
Florida Power Corp.	+18	+49	+36	-10	+6	-10	+8	-30	+14
	+39	+39	+35	+12	+17	+16	+37	+2	+16
Florida Power & Light Co.	+29	-4	+12	+9	+12	+75	+3	-37	+37
	+26	+48	+14	-1	+12	+15	+28	-19	+3
Tampa Electric Co.	-37	-25	-40	+110	-48	-43	-83	-20	+12
	+12	-13	+7	-13	-13	-1	-39	-3	+4
IN THE SOUTHWEST									
Dallas Power & Light Co.	+21	+46	-12	+50	+3	+13	+40	-9	+20
	+30	+52	+14	+20	+1	+14	+49	+1	+7
Gulf States Utilities Co.	*	*	+57	+80	*	+49	*	*	*
	*	*	+16	+33	*	+14	*	*	*
El Paso Electric Co.	-24	+5	+12	-42	*	-1	-40	-15	+21
	+23	+39	+45	+23	*	+13	-4	-26	+6
Southwestern Electric Power Co.	+17	+24	+67	+138	+20	-23	+83	-34	+10
	+9	+43	+66	+105	+5	-1	+74	-25	-2
New Orleans Public Service, Inc.	+32	+23	+36	*	+39	+74	+27	+75	+31
	+23	+9	+57	*	+18	+20	+15	+4	+10
IN THE WEST									
Idaho Power Co.	+10	+4	+1	+24	+19	-6	*	*	*
	+4	+5	+6	+4	+8	-9	*	*	*
Pacific Gas & Electric Co.	+37	+44	+47	+18	+44	+32	+65	+43	+19
	+27	+52	+45	+18	+21	+19	+51	+71	+17
Pacific Power & Light Co.	+4	+26	+8	-9	+8	-15	+25	+47	-3
	+3	+14	+7	+7	+7	-17	+29	+3	-9
Washington Water Power Co.	-7	-15	-11	+8	-10	-33	-13	+6	+3
	-8	-1	-5	+15	+1	-8	+16	-12	+4
NATIONAL									
July	+17	+13	+13	+7	+14	+3	+26	+2	+10
Year to date	+19	+21	+18	+4	+11	+2	+36	+6	+6

A Frigidaire dealer talks about his franchise...



Don McCoy, Dayton, Ohio, has spent 8 years running McCoy's, with two appliance stores in town... both heavily promoting Frigidaire products. (The two Pug dogs, Taffy and Tuffy, don't give a hoot about the appliance business, but they like having their picture taken.) When Don talks about his Frigidaire Franchise, which he's had for about 6 years now, he keeps coming back to this one point:

"Frigidaire never tries to fool you"

"They're good people to deal with. The division managers who have handled my account have been real go-getters. They've all acted like my franchise means something...and they always keep their promises. The factory backs them up, too. They expect you to sell the line. But they don't pressure you. And Frigidaire never tries to fool you."

A manufacturer's reputation falls flat if the local representative isn't a straight shooter. That's why we pick our men so carefully. They're above average, every one. Through them, we try to make sure all dealers will consider Frigidaire, "... good people to deal with."

 **FRIGIDAIRE**

DIVISION OF GENERAL MOTORS CORP., DAYTON, OHIO

TOASTMASTER

How a Trademark Can Stand Water Heater Profits on end:

A known trademark is a definite influence in the sale of water heaters. Take "Toastmaster", for instance. Possibly not every consumer in America is aware that automatic water heaters carry that proud name. Yet it would be almost impossible to find an American household not familiar with the "Toastmaster" trademark. It's a symbol of superior quality, and everyone knows it. Upgrade your water heater profits by taking advantage of the "Toastmaster" reputation for superiority. In other words, sell *quality*...sell Toastmaster Automatic Water Heaters.



McGRAW-EDISON COMPANY

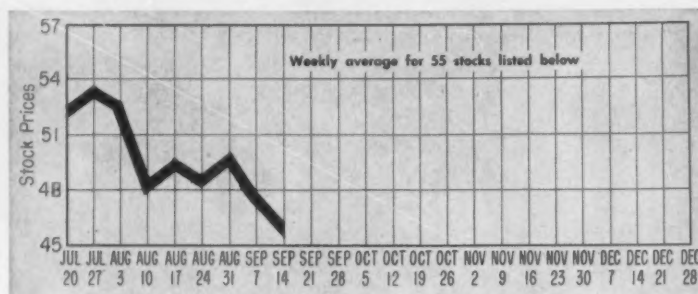
Clark Division
5201 W. 65th St.,
Chicago 38, Ill.

"Toastmaster" is a registered trademark of McGraw-Edison Company, Chicago. Copyright 1959 by McGraw-Edison Company.

taking stock:

A quick look at the way in which the stocks of 55 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of ELECTRICAL MERCHANDISING.

How The Industry Behaved Week By Week



STOCKS AND DIVIDENDS IN DOLLARS	1959		CLOSE AUG. 17	CLOSE SEPT. 16	NET CHANGE
	HIGH	LOW			
NEW YORK EXCHANGE					
Admiral	29½	17¼	19¼	18	— 1¼
American Motors 2.40	53¾	25½	43½	52	+ 8½
Arvin Ind. ¾D	36¾	23½	25¾	25¼	— ¾
Black & Decker 1.20	38¾	26½	35	35¾	+ ¾
Borg Warner 2	47¾	37¾	44¾	42¼	— 2¾
Bulova .60	20¾	13½	16½	15	— 1½
Carrier 1.20G	48½	35	41	35¼	— 5¾
Chrysler ¾G	72¾	50¾	64¾	65½	+ ¼
Daystrom 1.20	49¾	34	39¾	37	— 2¾
Decca Records 1	21¼	17	18½	17¾	— ½
Emerson Elec. 1.80B	69¾	48½	61¼	55¾	— 5½
Emerson Radio ¾T	26¾	13¾	15¼	13¾	— 1¾
Fedders 1	22½	16½	17¾	18	+ ½
General Dy. 2	66½	46	50¼	46¾	— 3¾
General Electric 2	84¾	74¾	81	77	— 4
General Motors 2	58¾	45	54¾	54½	— ¼
General Tele 2.20	79	60	75¾	69¾	— 6½
Hoffman Electric .60	37	23½	27½	24¾	— 2¾
Hupp ¼F	8¾	5¼	7¼	6½	— ¾
Magnavox 1½B	70¾	48¼	63½	56½	— 7
Maytag 1.60	42	35¾	37¼	36	— 1¼
McGraw-Edison 1.40	48¾	37¼	46¾	43½	— 2¾
Mpl. Honeywell 1.60A	150	111½	131	126	— 5
Minn. Mining & Mfg. 1.60	151½	111½	145½	133¼	—12¼
Montgomery-Ward 2	53¼	40½	49½	51¾	+ 2¾
Monarch 1.20	24	18¾	21¾	21	— ¾
Motor Wheel .60	21¾	16	19¼	17¾	— 1½
Motorola 1½	130	57½	111½	102¾	— 8¾
Murray	31¾	26	28½	26½	— 2
Philco	36¾	21	25¾	23¾	— 1¾
R.C.A. 1A	71	43¾	62¾	58	— 4¾
Raytheon 3F	73¾	43½	58½	47	—11½
Rheem .15G	25¾	18	21¾	20	— 1¾
Ronson .60	14¾	10¾	11¾	10¾	— ¼
Roper	34	19¼	26¾	21	— 5¾
Schick	16	12	15¾	14¾	— 1¼
Smith (A.O.) 1.60A	64	44¼	55½	53	— 2½
Sunbeam 1.40A	66½	50	60	58	— 2
Welbilt .07E	8¾	3¾	6	6¾	+ ¾
Westinghouse 2	98¾	70½	90¾	89¾	— 1¼
Whirlpool 1	39¼	29¾	33¾	31¾	— 1¾
White Sewing	14	7	11½	9½	— 2
Zenith 1.60	136¾	92½	103¼	98	— 5¼
AMERICAN EXCHANGE					
Casco Pd. .30G	9¾	4¾	7½	8¼	+ ¾
Century Elec. ½	11¼	9¼	10¾	9¾	— ¾
Dumont Lab.	9¾	6	7	6¾	— ½
Herold Rad.	12½	5¾	8¼	7¾	— ¾
Ironite .15G	7	5¼	6¾	5¾	— ¼
Lamb Ind.	5	3¾	4¼	3½	— ¾
Muntz TV	2¾	1¾	2¾	2¾	— ¼
Silex	6½	2¾	5¾	6	+ ¼
Singer 2.20	59½	45¾	55	50¾	— 4¾
U. S. Air Condit. .05E	7¾	4½	5	5¼	+ ¼
MIDWEST EXCHANGE					
Knapp Monarch	—	—	4¾	4¼	— ½
Trav-ler Radio	—	—	11¾	8¼	— 2¾
Webcor	—	—	13¼	11½	— 1¾

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959 plus stock dividend. E—Paid last year. F—Payable in stock during 1959 estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

The Edison Electric Institute, Live Better Electrically and The Saturday Evening Post say:

YOUR CHRISTMAS SELLING STARTS EARLY THIS YEAR!



It begins when this spectacular
LIVE BETTER...Electrically
advertisement appears
EXCLUSIVELY

in the November 21 issue of



Your best customers will be doing their holiday appliance shopping from the giant "Postacular" on the following pages. They're Influentials, who talk about, recommend things they read about in the Post to their friends and neighbors. Each page of the "Postacular" will be exposed to them more than 29 million times...that's 29 million sales pitches per ad page. Customers will be heading for your store pre-sold. And to clinch the sale, The Edison Electric Institute will supply you with a complete merchandising kit for tying in with the GBE "Postacular"—available through your local utility.

For the third time, LBE picks the Post *exclusively* to deliver their most important messages to *your* most important customers.

Thoughtful you—
TO GIVE BETTER ELECTRICALLY



Handsome is...handsome does...

Rotary blades of this new, good-looking shaver stroke off whiskers with continuous shaving action. Blades are self-sharpening—so you get a smooth shave without pinch or irritation. No harsh back-and-forth clipping action. Runs cool and quiet. Flip-top head springs open for easy cleaning. 2-tone shaver has matching travel case! AC/DC.

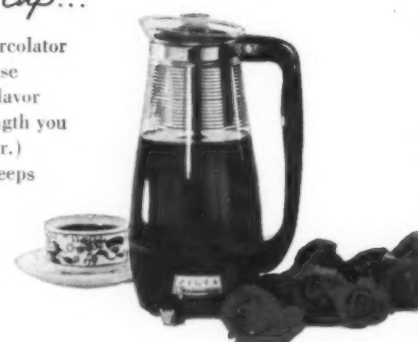


NORELCO

ROTARY ACTION SPEEDSHAVER

Pleasure-up every cup...

This all-new Silex automatic percolator brews coffee that's better because it's made and served in glass. Flavor selector lets you choose the strength you like. (Lights in base add glamour.) Percolator makes 2 to 9 cups, keeps 'em piping-hot for hours. Ivory or black case with gold trim matches any décor.



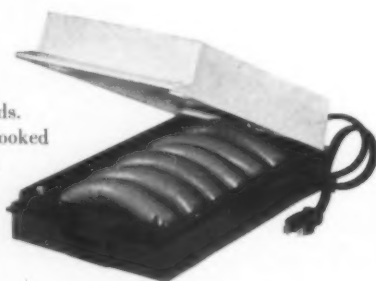
SILEX

GLASS PERCOLATOR

LOOK! THERE'S A GIFT TO PLEASE EVERYONE.

Hot diggety dogs...

Newest, happiest idea in ages for meals or snacks: "Dog-O-Matic" Hot Dog Cooker cooks 6 hot dogs just right... in just 90 seconds. And they're so good, 'cause they're cooked from the inside out—automatically. All the juicy flavor *stays in*. Easy to use—even for the kids... lightweight... a breeze to wash.



WESTINGHOUSE

"DOG-O-MATIC" ELECTRIC HOT DOG COOKER

Mostest for the hostess...

Bakes, roasts, cooks, bastes automatically! The "Select-A-Recipe" control gives perfect results every time! "Dinner-Watcher" clock timer operates like automatic range timer—set it and forget it! Pyrex window, polished-aluminum top, fully insulated, 18-quart capacity!



NESCO

ROASTRYTE ROASTER

APPEARING EXCLUSIVELY IN THE SATURDAY EVENING POST



Such fun . . . filling out your Christmas list with electric gifts! So much that's new and exciting to choose from. So many crisp, colorful, youthful designs. All your familiar electric helpers have a new gay look . . . and the new tricks some of them have learned! Do your Christmas shopping now in the pages below, and in your local electric appliance shop. You'll have no problems. Just pleasures! And such enthusiastic "thank-you" notes when you give the all-electric way!

Most helpful handfuf...

Here's the most powerful lightweight mixer made. All controls—switch, speed control, beater ejector—are centered on top of handle for greatest convenience. Perfectly balanced for easier one-hand operation. Stands on end when not in use. Easy to clean. Only portable mixer guaranteed for five years!



HAMILTON BEACH
MIXETTE

It's golden magic...

Imagine—this 2-slice Powermatic® toaster lowers the bread automatically—as if by magic! And the magical Superflex® Timer insures perfect, golden toast every time! You get extra-fast toasting action . . . toast-control dial . . . easy-to-clean crumb tray . . . thick chrome for beauty and long wear. Also available in 3-slice "family-size" model.



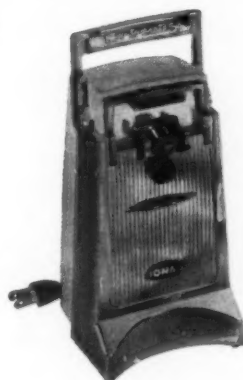
TOASTMASTER®
POWERMATIC TOASTER

IN THIS ALL-ELECTRIC GIFT PARADE!

TURN
PAGE ▶

Just touch and go...

The only automatic can opener with the operating lever and carrying handle all in one! Just press handle down to open any size or shape can. Shuts off automatically, holds can and top till you're ready. Lightweight . . . works on AC, DC. In gleaming white or soft turquoise—both with polished chrome.



IONA
LEV-R-MATIC CAN OPENER

Cheer up the clean-up...

Now, two cleaners in one—it's an upright cleaner and a canister, too! Beautifully designed canister rolls anywhere, gives controlled-suction cleaning of draperies, furniture, Venetian blinds. Plus snap-on, motor-driven brush for deep-down rug cleaning. Built-in attachment compartment . . . convenient cord storage . . . toe-touch switch . . . extra-large disposable bag.



RCA WHIRLPOOL
IMPERIAL MARK XII CLEANER

APPEARING EXCLUSIVELY IN THE SATURDAY EVENING POST

Thoughtful you—
TO GIVE BETTER ELECTRICALLY



Serve 'em in style...

A portable oven... to bake frozen foods, biscuits (a full package!), meat loaf, package cakes right at the table... or keep snacks warm in any room. "Dial-A-Recipe" automatic control for proper temperatures; signal light to show when baker is ready! The modern way to bake it easily!



KNAPP-MONARCH
 REDI-BAKER

Make meal time magic time...

Here's a completely automatic fry pan that braises, roasts, fries, sautés, pan-broils—even bakes. It's all aluminum for lightness... has a sure-grip handle that always stays cool... can be completely immersed for easy washing, once heat-control plug is removed. Pan is 11" square, 2 1/4" deep and has full 4-quart capacity.



MIRRO-MATIC
 ELECTRIC FRY PAN

TURN
 PAGE

LOOK! THERE'S A GIFT TO PLEASE EVERYONE

Give the gourmet touch...

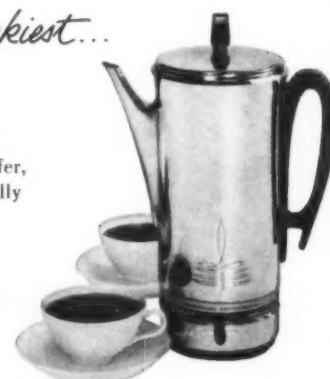
The modern way to bring out all the subtle flavors of foods and beverages, too! Versatile homemaker's helper beats, blends, chops, grinds, liquidizes, pulverizes, shreds, purées—and exclusive icer attachment makes crushed ice in a jiffy. Handy "Dial-A-Speed" switch lets you dial the right speed for every need. 44-ounce mixing jar is largest of any blender. In chrome and four decorator colors.



KNAPP-MONARCH
 MULTI-SPEED LIQUIDIZER

Please 'em with the perkier...

Now in beautiful stainless steel... the lifetime metal that's always friendly to your coffee. Simply set the Flavor-Selector to the strength you prefer, and Coffeematic does the rest automatically... brews to perfection, signals when ready and keeps coffee hot without increasing strength. Ten-cup capacity. Other models in eight- and ten-cup sizes.



UNIVERSAL
 COFFEEMATIC

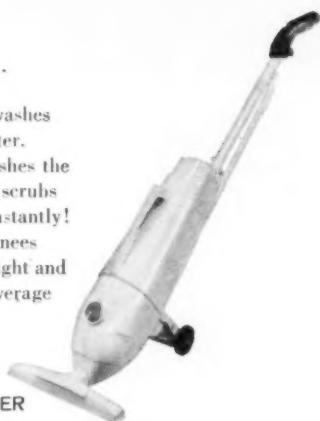
APPEARING EXCLUSIVELY IN THE SATURDAY EVENING POST



Such fun . . . filling out your Christmas list with electric gifts! So much that's new and exciting to choose from. So many crisp, colorful, youthful designs. All your familiar electric helpers have a new gay look . . . and the new tricks some of them have learned! Do your Christmas shopping now in the pages below, and in your local electric appliance shop. You'll have no problems. Just pleasures! And such enthusiastic "thank-you" notes when you give the all-electric way!

Carefree floor care...

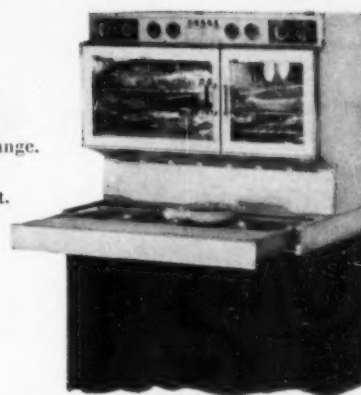
Here's a brand-new appliance that washes floors — then drinks up the scrub water. This new Electric Floor Washer washes the floor with clean water and detergent, scrubs it thoroughly, then vacuum-drys it instantly! Mops, buckets, sponges, hands-and-knees scrubbing . . . gone forever. Lightweight and so easy to use. A tankful does two average rooms. Hangs on hook for storage.



HOOVER
ELECTRIC FLOOR WASHER

Double delight...

The Tappan "Fabulous 400" electric range. Hangs on wall or sets on base cabinet. It's today's most advanced range. Controls at eye level. Two Visualite chrome-lined ovens at reach-in height. Four quick-heating elements slide out of sight when not in use. You get a completely automatic range with every modern cooking feature.



TAPPAN
"FABULOUS 400"

...IN THIS ALL-ELECTRIC GIFT PARADE!

TURN
PAGE

Quick and easy cleaning...

Exclusive cleaning action . . . it heats, as it sweeps, as it cleans to get the deep down dirt that suction alone can't reach. Keeps rugs brighter—makes them last much longer, too! Rolls easily on wheels, no scrubbing back and forth. Automatic two-speed motor gives 50% more suction for the tools. Has double-stretch hose, telescoping wand, king-size throw-away bag.



HOOVER®
CONVERTIBLE 66 VACUUM CLEANER

Give 'er a twirl...

Handiest kitchen helper ever — opens cans automatically, safely, in seconds. Works so easily; place can in position, touch bar, can twirls and top is off. Ceramic magnet holds top away from food. No mess, no cranking, no twisting, no jagged edges. Removable cutter for easy cleaning. Beautiful styling!



GENERAL ELECTRIC
AUTOMATIC CAN OPENER

APPEARING EXCLUSIVELY IN THE SATURDAY EVENING POST

Thoughtful you—
TO GIVE BETTER ELECTRICALLY



The toast of the town...

Guaranteed for five years, created by Raymond Loewy Associates to go with *your* kitchen! Gleaming chrome with golden, copper, silver, or gray Formica end panels. It's the world's fastest toaster—with Select-Ronic Color Beam that lights up and adjusts time for *any* kind of bread. Easy to clean, easy to store.



MARY PROCTOR
 MASTERPIECE TOASTER

It's pure pleasure...

New air purifier brings real relief to sinus and allergy sufferers — day or night. Unit filters air electronically to banish air-borne germs, pollen, cooking odors. Eliminates smoke and odors in any area 15 x 20 feet. Lightweight, portable, no expensive installation. Just plug it in, and with a flick of a finger you get a continuous supply of clean, pure air.



DORMEYER
 AIR PURIFIER

TURN
 PAGE

LOOK! THERE'S A GIFT TO PLEASE EVERYONE...

Make pressing a blessing...

Does steam and dry ironing with wonderful ease! It's the only iron with plenty of correctly distributed steam vents... gives more steam faster. Fabric dial is in cool, convenient position. Water filler is extra-high — no spilling or splashing. Changes from steam to dry at flip of a switch. And it weighs under three lbs.!



MARY PROCTOR
 STEAM AND DRY IRON

For sleeping beauty...

Modern automatic bedside control assures restful sleep all night long. Light, lovely, luxurious — deep-nap blanket fabrics. "Sanifresh" bindings resist bacteria and odors. Attractive pastel colors in all popular models. Washable. Mothproof. Two-year guarantee. Beautifully gift-packaged.



NORTHERN ELECTRIC
 NORTHERN, CRESTWOOD, CENTURY ELECTRIC BLANKETS

APPEARING EXCLUSIVELY IN THE SATURDAY EVENING POST



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Give her a triple treat...

Here's the "aristocrat" of automatic electric can openers—and it's a precision clock and timer, too! Really new — nothing else does so much in the kitchen. Just press lever to open any can in 4 seconds. Exclusive retractable legs for extra-tall cans. Elegance you'll be proud of in gold and turquoise with sparkling white case.



RIVAL®
CAN-O-MATIC CAN OPENER—CLOCK—TIMER

Mix up a masterpiece...

Leave the blender in the kitchen; this portable electric mixing marvel goes *anywhere!* Mixes any drink that should be mixed — from a daiquiri to a double malt and everything in between — and makes it more delicious than ever! Ideal for dips and dressings, too. Self-cleaning . . . lightweight . . . 5 stunning colors . . . AC/DC motor.



WARING
DRINK MIXER-SERVER

...IN THIS ALL-ELECTRIC GIFT PARADE!

Merrily she'll roll along...

New KitchenAid portable dishwasher rolls out of the way when not in use . . . goes with you when you move! Holds service for ten—tall glasses, 12-inch plates. Revolving power wash ends hand rinsing. Hot-air drying leaves dishes sparkling bright. *All porcelain* for easy cleaning . . . with *all the quality* of KitchenAid built-in dishwashers!



KITCHENAID
PORTABLE DISHWASHER



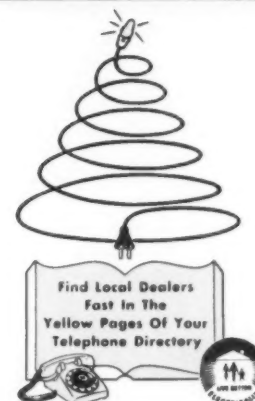
Advertisers displaying this emblem make your shopping easy.



Brighter holiday business for Yellow Pages advertisers from *Give Better Electrically*

For the second consecutive year, the Yellow Pages of telephone directories is participating in *Give Better Electrically* . . . to help promote holiday business for its advertisers. As part of the promotion, the familiar Yellow Pages emblem will be in the November 21st Saturday Evening Post *advertacular*. It will remind Christmas shoppers to "find local dealers fast in the Yellow Pages of your telephone directory."

This is just one way this well-known emblem helps bring buyers and sellers together. Call the Yellow Pages man at your local Bell telephone business office and learn how you can reach more prospects . . . build AWHERENESS of your business with a well-planned Yellow Pages advertising program.



Two great emblems . . . One great promotion build better business for Yellow Pages advertisers!

SYLVANIA

"bp23"

*means better profit
opportunities
for TV Dealers"*



says Mort Farr—Prominent dealer of Upper Darby, Pa.

"Sylvania's announcement of the first complete line of 23" TV gives dealers a time advantage that can be turned into big profits through creative selling.

Dealers can stop trying to prove they have the lowest price in town and start demonstrating the best new picture in TV.

Show the customer something new and better and he'll dig deeper. Price takes a back seat to better performance. This adds up to bigger profit."

Dealers everywhere express real enthusiasm for Sylvania big picture TV as the hot line this fall.

Put yourself in the big sales picture!

Let your Sylvania Distributor outline the new marketing plan that combines the industry's most sensational TV line with *plus* profit promotions.

SYLVANIA
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS



Model 23S23F. Dramatic Sylouette in early American décor. Magic Touch tuning; recessed control panel. Fruit-wood grained finish.

*Viewing area 275 square inches.
23-inch picture tube measured diagonally.

Sylvania big picture 23" TV—changes the face of Television



Put your finger on *EXTRA PROFITS* with

NEW HOTPOINT

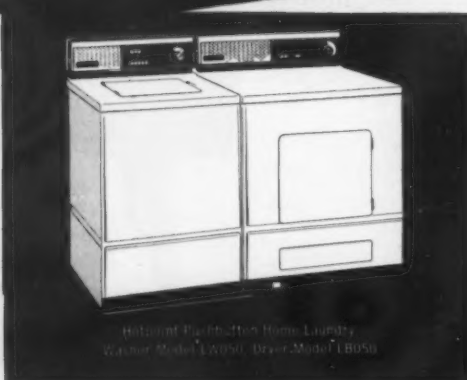
A NEW CONCEPT IN



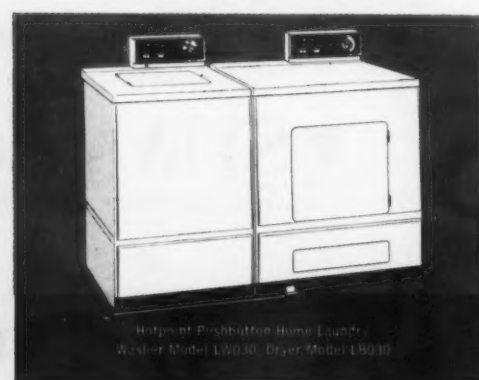
TOUCH COMMAND HOME LAUNDRY
Washer Model LW090, Dryer Model LC090



Hotpoint Air Fabric Home Laundry
Washer Model LW070, Dryer Model LB070



Hotpoint Pushbutton Home Laundry
Washer Model LW050, Dryer Model LB050



Hotpoint Pushbutton Home Laundry
Washer Model LW030, Dryer Model LB030

TOUCH COMMAND

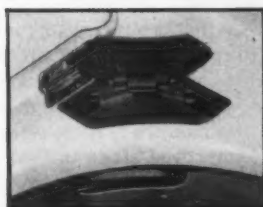
HOME LAUNDRY SELLING



as easy to demonstrate as **TOUCHING A BUTTON**



Just touch a button and get set to sell 1960's most exciting new washer feature—Hotpoint Touch Command! Touch one button and show your customers how Hotpoint automatically gives them the proper wash and spin speeds, the proper wash and rinse temperatures for *any* washable! It's easy to operate, easy to sell for extra big profits!

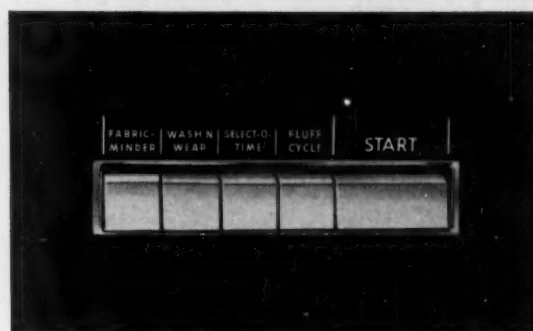


NEW DUAL-DISPENSER FOR BLEACH AND RINSE ADDITIVES HELPS YOU CLOSE MORE SALES!

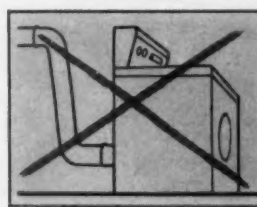
Automatically adds bleach after detergent is activated; adds conditioner to the final rinse for softer, easier-to-iron clothes and cling free nylons!

TOUCH COMMAND WASHER FEATURES:

- Full-time underwater lint filter
- New water-saving fill control
- All-porcelain finish inside and out protects against rust
- Big 10-pound tub capacity
- 3-cycle lighted dial for light, regular, heavy soil
- Measured detergent dispenser
- 5-year written parts replacement warranty on entire transmission



Sell your prospects truly automatic drying at the touch of a button! Your new Hotpoint Touch Command Condenser Dryer gives them proper drying conditions for any washable — at the mere touch of a button. New Time Command Dial makes it simple to select the proper drying time for any fabric. Three cycles dry their wash with individual care!



100% VENT-FREE! YOUR CUSTOMERS CAN SAVE \$15 TO \$30 ON OUTSIDE VENTING!

No dusty air is drawn in — no damp lint-filled air is blown out into the laundry. Moisture and lint are automatically pumped down the drain.

TOUCH COMMAND DRYER FEATURES:

- Fabric Minder Cycle "senses" when regular fabrics are dry, shuts off automatically
- Wash-and-Wear Cycle dries wash almost "wrinkle-free"
- Select-O-Time Cycle dries special items; "dusts" draperies, too.
- Sealed Calrod® heating units
- Air freshener adds pine scent
- Porcelain top, drum, interior

HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE... IF YOU'RE NOT A HOTPOINT DEALER YOU SHOULD BE!

Hotpoint

A Division of General Electric Company • Chicago 11, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS





WITH COLOR BACKGUARDS



NEW! BACKGUARDS NOW! IN 6 COLORS

Exclusive with *Enterprise* Centennial Styleline Ranges

You'll hit a new high in sales with Enterprise Centennial Styleline Ranges . . . because colorful backguards boost business! Every housewife wants the range with the backguard that matches her kitchen and electric appliances! They sell!

Interchangeable backguards come in 6 Decorama colors and white for every 36" Enterprise Styleline Range and every 30" Enterprise Styleline Range.

- Only \$1.00 more for Enterprise Ranges with color backguards.
- Great, sure-to-sell feature that'll pull in profits for you.



Coral Pink
Canary Yellow
Turquoise Green

Midnite Black
Chinese Red
Cocoa Brown



ORDER NOW!

PHILLIPS & BUTTORFF CORPORATION

NASHVILLE, TENNESSEE

100 ENTERPRISE-ING YEARS

economic currents

A Long New Look At Your Customer

That's what the Federal Reserve Bank of Philadelphia has provided in a new survey just published.

Based on interviews with department store executives and appliance dealers in the Philadelphia area, the study provides important new information about consumer attitudes and buying trends. Although the survey covers only a single market, many of the conclusions are applicable in other markets throughout the country.

One of the important conclusions in this report is that a majority of consumers this year are shopping for quality. Since consumers have more money than last year, they are turning to luxury models.

In addition, consumers are becoming increasingly aware of brand names. A brand name offers more confidence in the performance of an appliance. And consumers rate service and lasting qualities very high on the list of "must" characteristics of whatever they buy.

According to the Federal Reserve Bank's report, consumers are also price conscious. Today's consumer is very well informed on prices. He has learned to recognize values and is also out to get quality merchandise with a brand name. And he expects all this at an attractive price.

Retailers likewise have become very price conscious. In order to compete with the now well established discount houses, a smaller markup is now a necessity for many merchants. This has been coupled with efforts to cut their costs. Thus appliance dealers and retailers have come to depend more on volume and less on wide profit margins.

There is less agreement on the role installment credit will play this year. Installment buying has risen sharply since the beginning of the year. And many merchants feel this will continue. At the same time, however, they mention a surprisingly large number of cash transactions. Some people still prefer to use credit rather than draw on their savings accounts.

There is not as much interest in easy terms on time payments as last year, according to a majority of the retailers with whom the Federal Reserve Bank checked. Also there is tendency to lay out a larger down payment and to complete payments on the balance a little ahead of schedule. Repayments have improved since the early months of this year and very few merchants mentioned delinquencies or repossessions as problems. *End*



"NOW THAT POSES A PROBLEM!"

**"We're selling more freezers than ever...
thanks to BEN-HUR'S
Merchandising Help...
and their new 'LIVE FOOD DISPLAY' "**



Jack Jennings
AL JENNINGS COMPANY
Phoenix, ARIZONA

"It takes Merchandising Muscle to move freezers, and BEN-HUR certainly has that merchandising program — plus exclusive features... outstanding quality... and a complete product line."



Erwin J. Merar
STANDARD ELECTRIC SUPPLY CO.
Milwaukee, WISCONSIN

"BEN-HUR'S new Merchandising help featuring a 'Live Food Display' is helping us sell more freezers at a bigger profit."

Leo Metz
QUALITY DISTRIBUTING CO.
Troy, MICHIGAN



"Our freezer sales have increased over 1000% in two years. It's BEN-HUR'S Merchandising along with quality features and the 10 Year Warranty that makes the difference."

W. C. Connell
JAR-NEL DISTRIBUTORS, INC.
Los Angeles, CALIFORNIA

"When you lay out BEN-HUR'S new Merchandising Kit and explain the 'Live Food Display', dealers just can't say no. We're far ahead of last year's sales."

C. H. Brown
OTT DISTRIBUTORS, INC.
Lemoine, PENNSYLVANIA

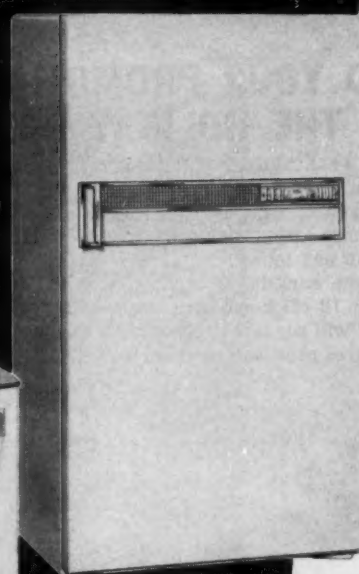


"You get everything to help you sell with BEN-HUR'S new Merchandising and the 'Live Food Display'... It's really selling freezers for us."

Wm. Allen
CENTURY-ELCON, INC.
Minneapolis, MINNESOTA

ADVERTISED IN...
LIFE
GOOD HOUSEKEEPING
HOLIDAY
HOUSE BEAUTIFUL
LIVING
HOUSE & GARDEN

• UPRIGHTS
• CHESTS
• "DUET" FREEZER-REFRIGERATOR
• NEW UNDER COUNTER MODEL



Only BEN-HUR Freezers carry a "10 YEAR WARRANTY" *Replacement Compressor Price Pro-rated after 5 years



Every BEN-HUR freezer carries the famous Good Housekeeping Seal of Approval

Only BEN-HUR "Record-Of-Performance" tests every freezer before shipment



BEN-HUR *America's Finest Freezer*

YOU CAN SELL MORE BY SELLING BEN-HUR... FASTEST SELLING FREEZER TODAY!

**BACKED WITH MERCHANDISING MUSCLE
THAT'LL MOVE FREEZERS FOR YOU!**

IT'S A FACT!

Ben-Hur's all new Merchandising Program has real selling muscle. With...

- A complete Merchandising Kit
- A Real "Live" Food Display
- "Positive" Freezer Sales Aids
- Incentive prizes for all

POSITIVE PROOF!

Tested for both Small Town and Big City use.

Results? You Bet!

200 Freezers Sold in Five-Week's Time, by One Appliance Dealer!*

*Name furnished on request

BEN-HUR MFG. CO.
Dept. L9, 634 E. Keefe Ave.
Milwaukee 12, Wis., U.S.A.

The Trade Name of Satisfaction

Okay Prove It! Show me How Ben-Hur's Merchandising will help me Sell More Freezers.

Name _____

Title _____

Address _____

City _____ Zone _____ State _____

TEAR OUT AND MAIL TODAY!

Graybar's New CHRISTMAS now ready FOR

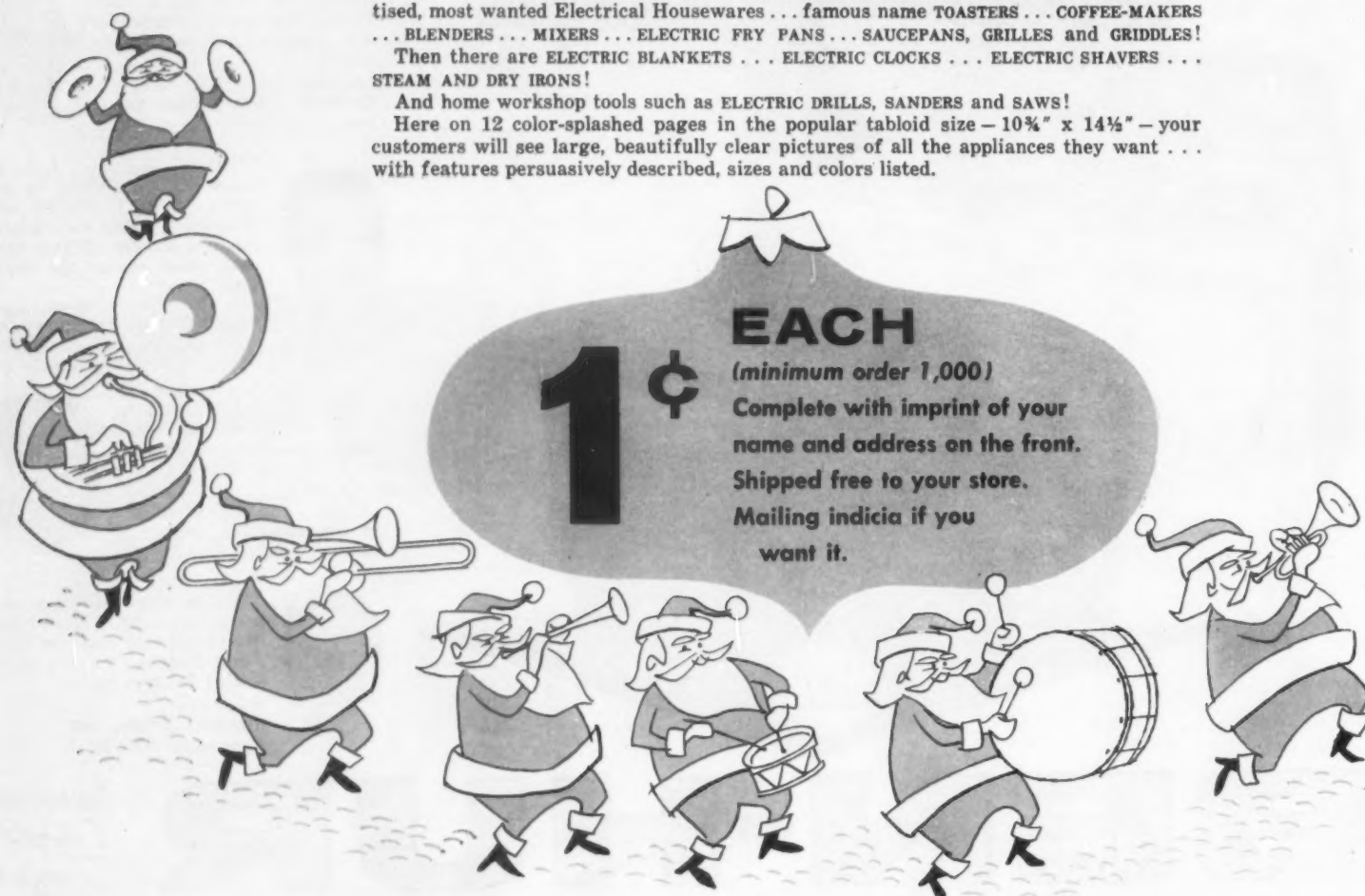
BUILD YOUR PROMOTIONS AROUND IT... LEAD THE HOLIDAY PARADE!

This year's ELECTRICAL CHRISTMAS GIFT GUIDE features the industry's most widely advertised, most wanted Electrical Housewares... famous name TOASTERS... COFFEE-MAKERS... BLENDERS... MIXERS... ELECTRIC FRY PANS... SAUCEPANS, GRILLES and GRIDDLES!

Then there are ELECTRIC BLANKETS... ELECTRIC CLOCKS... ELECTRIC SHAVERS... STEAM AND DRY IRONS!

And home workshop tools such as ELECTRIC DRILLS, SANDERS and SAWS!

Here on 12 color-splashed pages in the popular tabloid size — 10 3/4" x 14 1/2" — your customers will see large, beautifully clear pictures of all the appliances they want... with features persuasively described, sizes and colors listed.



EACH
(minimum order 1,000)
1¢ Complete with imprint of your
name and address on the front.
Shipped free to your store.
Mailing indicia if you
want it.

From cover to cover, the new ELECTRICAL CHRISTMAS GIFT GUIDE is designed to help you sell profitably. Here's how you work with it —

Have Your Name and Address imprinted on the front cover — to tell customers and prospects where to get their gifts.

Have The Graybar Representative drop in and give you the story first hand. He will go through the GUIDE page by page with you. Help you decide which appliances to feature.

Plan Your Displays and Merchandising with the Guide as the central piece. Your Graybar Representative can help here. He has seen many dollar-winning ideas at work.

THE MOST WIDELY ADVERTISED, BEST KNOWN, MOST WANTED

GRAYBAR ELECTRIC COMPANY, INC. 420 LEXINGTON AVENUE,

Electrical GIFT GUIDE YOUR CUSTOMERS!



Get The 1960 Graybar Housewares Catalog—Timely for Christmas. This is the newest edition of the handy GRAYBAR HOUSEWARES CATALOG—which for years has been used by retailers all over the country.

Every page is packed with large, clear, attractive pictures of the widely advertised, popular electrical gifts, with descriptive copy on outstanding features underneath each item.

Send for the 1960 GRAYBAR HOUSEWARES CATALOG now—in time for your Christmas promotion. You can make profitable use of it also during Valentine's Day, Easter, Mother's Day, Graduation Day, Father's Day and other promotions.

Phone Your Graybar Representative Today. Talk and plan with him *early*—before that Christmas rush arrives.



The whole electrical industry is back of you with major advertising campaigns over this well known symbol.

This program has proved it puts people in a buying mood—electrical gift buying mood! Tie in—with your own electrical gift promotion and reap a bigger profit!

ELECTRICAL GIFTS ARE

NEW YORK 17, N. Y.

distributed by
Graybar
ELECTRIC COMPANY, INC.

OFFICES IN OVER
130 PRINCIPAL CITIES

Fill in coupon — Mail today —

Check your preference: ☐ Have a Graybar Representative call
☐ Send more information on ways to profit with Graybar's new Electrical Gift Guide

Name _____ Title _____
Store _____
Street _____
Town _____ Zone _____ State _____

934

MORT FARR SAYS: Don't Fight The New 23-inch TV Sets

THE new 23-inch tube introduced in June seems to have struck the public's fancy and offers great opportunity to create the obsolescence we have been looking for in the TV business.

It is strange how slow many dealers are to accept change. Our early years were made prosperous by rapid development and obsolescence.

But it has now been almost 10 years since we introduced the so-called rectangular 21-inch tube that has just about become the standard of the industry. It is true we have had 24-inch and even a few larger screen sizes but the public decided that the 21 was large enough and most of the business in recent years was done in that size, except for portables which will always be with us. With a little more ingenuity and less price differential the 24 inch might have become a much better seller.

ENCOURAGE REPLACEMENT. Most of our customers now own 21-inch sets and they have been reluctant to trade a 21 on a 21. It is true that we have had slimmer cabinets, we have put controls on the side instead of the front, and reversed the procedure the following year but we have not attracted the masses to want to trade as long as they were able to get an acceptable picture on their present set. On the other hand the automobile industry today is getting headlines and pictures and stories in every newspaper and magazine in the country, telling people about the great advances in the 1960 models. Already the industry is talking of a 7 million car year for 1960 models. We too can reach an industry sales figure of 7 million sets for our 1960 model year if we play up the possibilities of the 23-inch tube and the remote control devices and the new furniture styling apparent in these lines.

WHY A BIGGER TUBE? We have a big opportunity in the new 23-inch picture tube. It will make pictures considerably larger; it will cut down on room reflections; it will get more of the picture transmitted and should give clearer pictures. Above all, it should allow for some startling new designs in cabinets. Cabinets can be thinner and made narrower and more attractive. The first sets on the market will not have all these advantages



Mort Farr, Upper Darby, Pa., dealer and chairman of the board, NARDA.

built in. Many manufacturers had already frozen their designs for this season when the 23-inch tube was first delivered. Other manufacturers apparently brought out models that could be adapted for either 21 or 23-inch tubes in case deliveries were late on the 23, or they did not measure up to their expectations. At least a few manufacturers planned to make use of the new shape in tubes, but were reluctant to be too daring during the first stage of transition. They feared the public might not accept any too radical a design change. However, it will be possible now to achieve a lot of new concepts with a tube that allows a cabinet as slim as eight inches or even less, if the tube is projected in front of the cabinet slightly. Because we no longer need any kinds of brackets to hold the safety glass the cabinets can also be narrower as the tube can come out to the ends of the cabinet. The greatest difference will be in the shape of the picture; square corners, straight sides and top and a flatter surface. It will give you just about all the picture the station sends out including titles which often run off present screens. The picture will be much closer to the rectangular picture as the TV camera picks it up and as our eyes see a picture. It should cut down on the distortion on the edge of pictures that used to result from bouncing off the rounded edges of the

tubes because of improper width adjustments in the set. Many times the picture had to be expanded beyond the viewers vision to fill up the corners.

The new tube does not require a safety glass. There are several advantages to not needing a safety glass. They say the new tube will just loose its vacuum and not implode even if struck. Because we do not have two separate glasses in front and the face of the tube is itself a lens, reflections of ambient light are reduced about two-thirds, and this can be demonstrated by just lighting a match and holding it in front of the screen. In the new tube you see just one light; in the old ones there will be three. This feature also eliminates the need for cleaning the safety glass except on the front face of the picture tube.

NEW LOOK FOR PORTABLES, TOO.

We may soon get a square version of the 17 inch tube to use in our portables. It will be called an 18 inch and will have all the advantages of the 23 over the 21, except it will be heavier than a present 17-inch tube and so less suited for portables. It is possible that shortly we will find a way to permanently affix a plastic front to the glass of the picture tube and then we can really do things with portables. The new tubes do not incorporate any new service problems. They are actually 108° deflection tubes and so we need have no hesitancy about selling them before they are tested. The change from 90° to 110° presented much more of an electronic problem.

These sets should not have to sell for any more than a good 21 inch model. The tubes cost a few dollars more but when we eliminate the need for an extra safety glass and brackets and with the smaller cabinets possible thru its use, we should be able to sell these sets for just about the same price as 21-inch sets would sell for in the same market. The sets with the new shape seem to be moving steadily off the floors of the retailers who are displaying them.

If you do not sell any 23-inch sets at present or the makes you carry do not include any in the present line, do not talk detrimentally about the new tube. But keep posted on its progress. I believe that eventually the new shape will take over completely. *End*

THEY
still haven't
caught up with
PHILCO

Now...sell the one honest difference in washers today!



Only the 1960 PHILCO-BENDIX "AUTOMAGIC" has it!

Today, when most washers look and act alike, Philco gives you something honestly different, honestly better. It's *high-capacity washing action* in the new Philco-Bendix "Automagic."

Philco's unique blade-free agitator moves 600 times a minute... gives you

the fastest, strongest sales story in the business today. Just look!

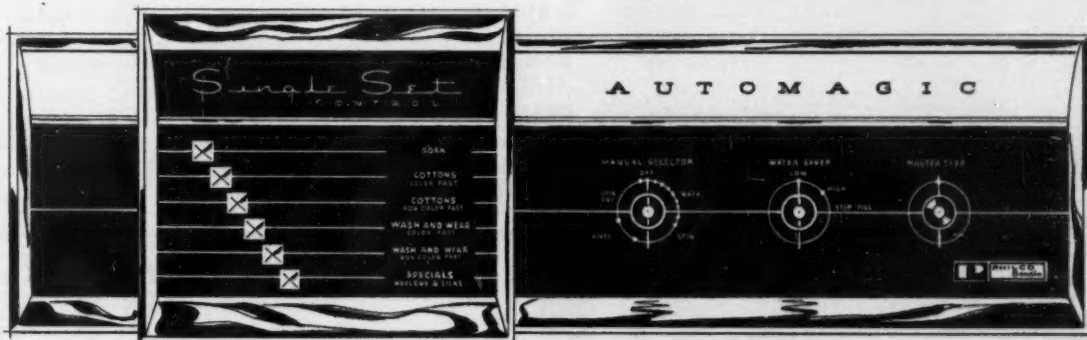
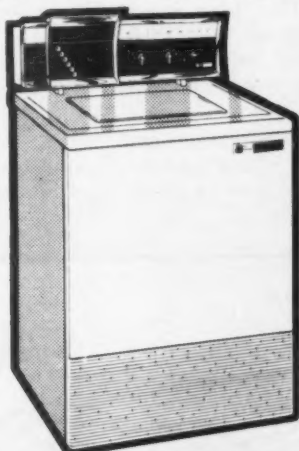
Washes 7 sheets at once — handles loads that would choke any other washer • **Washes clothes 8% cleaner** than any other 10-lb. agitator washer • **Washes safest** — gentle enough for a

bridal veil • **Most trouble-free** — proved by dealers' records. Mono-directional drive ends need for troublesome transmission • **You can't overload it.** "Ball Point Balance" ends cut-offs.

And only Philco has six "Single Set" cycles — including soak. 100% auto-

matic! A finger's touch sets the right wash time, wash and spin speeds, wash and rinse temperatures for every load. No timer dial to set.

Other sales-closing features include Triple-Duty Filter-Dispenser, water saver and many, many more.



Call your PHILCO DISTRIBUTOR today!

PHILCO

QUALITY FIRST!



**YOU CAN START COUNTING
YOUR CHRISTMAS
PROFITS NOW!**

Oster **GOLDEN CIRCLE
OF GIFTS PROMOTION**

**SPEARHEADED BY A FABULOUS
NETWORK TELEVISION
SPECTACULAR**

**PLUS A GUARANTEED TRAFFIC-BUILDER...
A SURE-FIRE SALES-MAKER**

**YOUR CUSTOMERS BUY ANY OF THESE OSTER
GIFTS AND GET THIS \$4.98 LONG-PLAY, HIGH-FIDELITY
ABC-PARAMOUNT ALBUM FOR ONLY \$1.00**



Introduced to millions of people on the OSTER GOLDEN CIRCLE TV SPECTACULAR, this great, widely-wanted Album will be available *only* from Oster dealers! What a traffic-builder... what a sales-maker! A \$4.98 Album for just \$1.00 with the purchase of any Oster appliance! Eydie Gorme and Steve Lawrence record 12 of the all-time favorites—12 of the same songs which will be sung on the OSTER GOLDEN CIRCLE HOUR.

PLUS A 2-WAY PROFIT FOR YOU! You purchase a minimum of 6 assorted Oster appliances at your regular cost and the \$4.98 GOLDEN CIRCLE ALBUM in equal quantities at just 60¢ each. *You make your regular profit on the appliances plus 40¢ on each Album!*

PLUS A DRAMATIC NEWSPAPER CAMPAIGN—For three consecutive weeks following the GOLDEN CIRCLE TV SPECTACULAR on Nov. 25—during the peak Christmas shopping period—Oster will run dominant 900-line ads in metropolitan newspapers. Each features unusual, useful gifts by Oster and the GOLDEN CIRCLE ALBUM offer.

PLUS FREE MERCHANDISING KIT FOR YOU—A complete and colorful kit of point-of-sale displays and trim to identify your store as headquarters for Oster gifts and the GOLDEN CIRCLE Album. Everything you need to attract customers. All here, all yours, ready now.

THE UNUSUAL,
THE USEFUL...
FROM THE
Oster GOLDEN
CIRCLE OF GIFTS



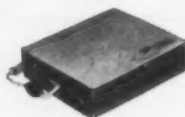
**Deluxe Knife and
Scissors Sharpener**
guaranteed to sharpen even the
finest cutlery without scratching
Model 522 — Retail \$20.95



**Stim-U-Lax Hi. Massage
Instrument**
for true Swedish-type massage
Model M-4 — Retail \$32.95



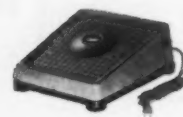
Deluxe Osterizer
the original liquefier blender
Model 403COP (copper) — Retail \$54.95
Model 403C (chrome) — Retail \$52.95
Model 403W (white) — Retail \$47.95



**Deluxe Electric
Massage Pillow**
the finest in relaxing
comfort
Model 199 — Retail \$19.95



**Electric Meat
Grinder**
most powerful meat grinder
for home use
Model 505 — Retail \$49.95



Electric Foot Massager
quick relief for tired,
aching feet
Model 221 — Retail \$19.95



Airjet Hair Dryer
America's most versatile
hair dryer
Model 202CH with dryer hood —
Retail \$21.95

THE *Oster*[®] GOLDEN CIRCLE HOUR

ABC-TV NETWORK—127 STATIONS—COAST-TO-COAST—THANKS-GIVING EVE—NOVEMBER 25 Starring EYDIE GORME and STEVE LAWRENCE with The Andrews Sisters, Frankie Avalon, Nat "King" Cole, The Mills Brothers, and Rudy Vallee.

EYDIE GORME



THE ANDREWS SISTERS



FRANKIE AVALON

NAT "KING" COLE



STEVE LAWRENCE



THE MILLS BROTHERS



RUDY VALLEE



Electric
Portable
Mixer
America's
most
powerful mixer
Model 429CW (chrome and
white) — Retail \$21.95
Models 429W (white), 429PW
(pink and white), 429BW (blue
and white), 429YW (yellow and
white) — Retail \$20.95

ALL-TIME SONG HITS BY YOUR ALL-TIME FAVORITES—A musical extravaganza presenting the greatest songs of the past 25 years . . . songs so popular that they sold over 1,000,000 records each! An audience of 40 to 50 million people will see and hear the biggest of the big-name entertainers on the spectacular OSTER GOLDEN CIRCLE HOUR.

RIGHT AT THE START OF CHRISTMAS SHOPPING—Timed to take full advantage of what promises to be the biggest Christmas buying spree in history, the OSTER GOLDEN CIRCLE NETWORK TELEVISION SPECTACULAR goes on the air Wednesday night, November 25 (Thanksgiving Eve) which traditionally marks the beginning of Christmas gift buying.

call your wholesaler today . . . or write

John Oster

Manufacturing Co., Dept. M9, 5047 N. Lydell Avenue, Milwaukee 17, Wis.

Major break-through in recorded sound launches a new era in home entertainment selling—opens up a whole new market for you

RCA Victor introduces first stereo player/recorder that ends threading,

18 great demonstrable features! RCA Victor's Stereo Tape Cartridge Player/advanced features for the easiest-to-operate, easiest selling tape recorder

Model SCP2. Plays up to 2 hours on a single cartridge. Push-button controls. Unbelievably easy to operate! No threading or rewinding. 3-speaker high fidelity sound system. 2 microphones. Dual amplifier. Plays and records stereophonically and monaurally. Companion speaker, extra, completes stereo system. In charcoal-and-white. Introduced in Life October 19!

RCA VICTOR DESIGNED AND DEVELOPED THE TAPE CARTRIDGE



Nationally advertised list price shown, optional with dealer. Price, specifications subject to change without notice. © RCA trademark for record and tape players.

Your favorite classical and pop music is now on pre-recorded Tape Cartridges from \$5.95. Among them these great RCA Victor recordings:

"The New Glenn Miller Orchestra in Hi-Fi"

George Melachrino . . .

"Under Western Skies"

Perry Como . . .

"Saturday Night with Mr. C"

"Hugo Winterhalter Goes . . . Latin"

The Three Suns . . .

"Love in the Afternoon"

Harry Belafonte . . .

"Love Is a Gentle Thing"

Rachmaninoff: Rhapsody on a

Theme of Paganini, Op. 43 —

Rubinstein / Chicago Symphony / Reiner

Tchaikovsky: Violin Concerto —

Heifetz / Chicago Symphony / Reiner

Vienna — Chicago Symphony / Reiner

Beethoven: Concerto No. 5 —

Rubinstein / Symphony

of the Air / Krips

Copland: Billy the Kid and Rodeo —

Morton Gould

Mendelssohn: Symphonies

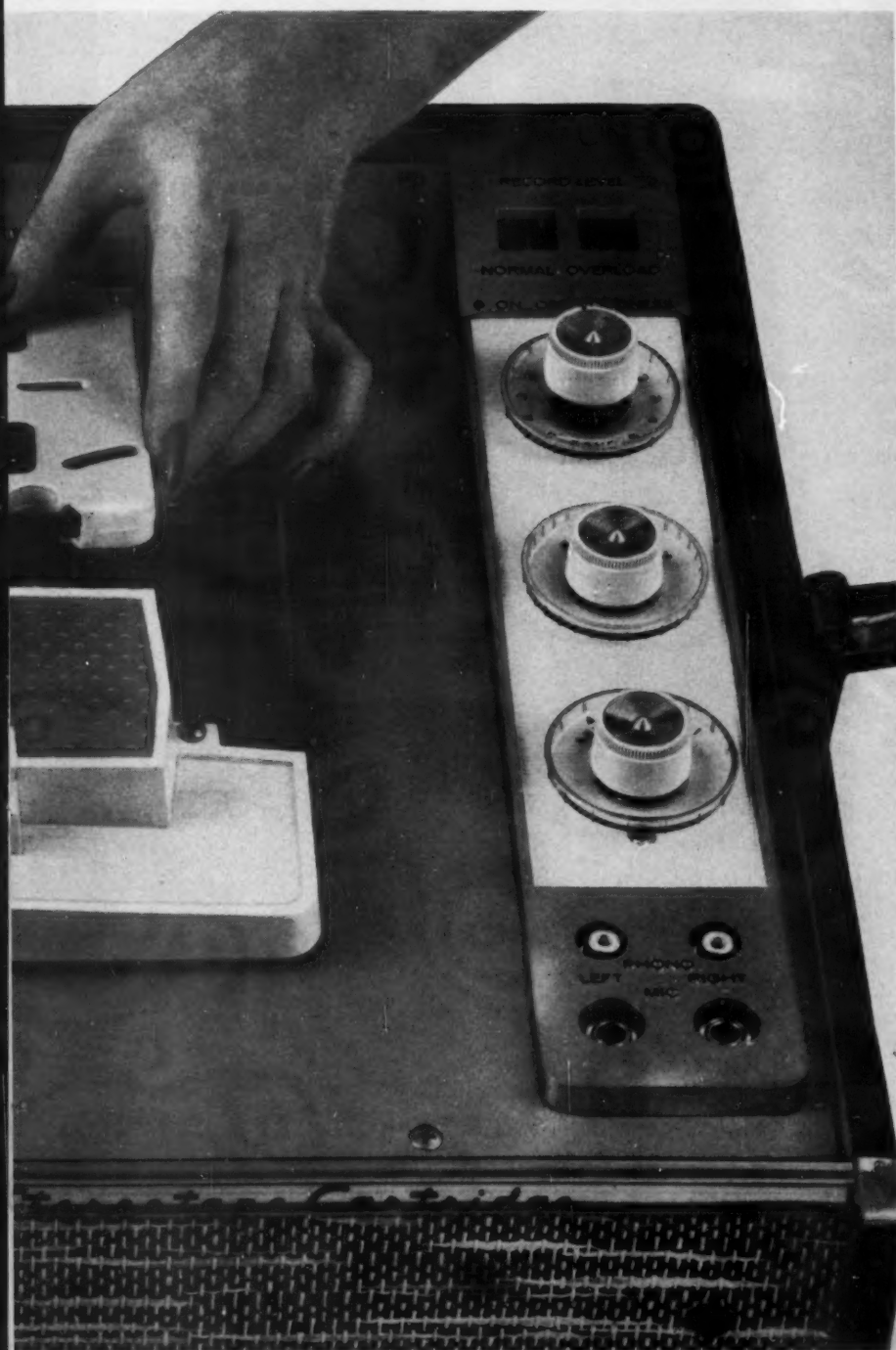
Nos. 4 and 5 —

Boston Symphony / Munch



tape cartridge winding, fussing

Recorder is jam-packed with the most you've ever had. Ready for delivery now!



Tape at a touch. Easy magazine loading. Tape Cartridge simply drops in. No threading of tape ever



Records stereophonically or monaurally electrically or by microphone



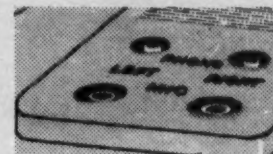
Records and plays back up to 2 hours monaurally, 1 hour in stereo on a single cartridge



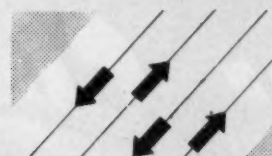
Super-strong Mylar tape—designed for lifetime fidelity



High fidelity response of 70 to 15,000 cycles



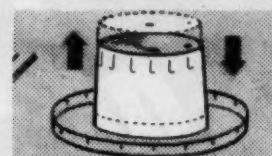
Jacks for microphones—recording direct—stereo companion speaker or "Victrola"®



"Precision-play" 4-track tape transport—with new tape speed of 3 3/4 ips



No rewinding needed—even at end of selection



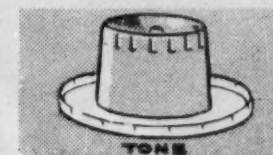
Pull-push volume control for pre-set volume—stand-by warm up—automatic shut-off



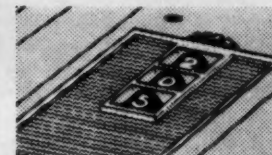
Single stereo balance control regulates output of both sound channels



Foolproof "No-erase" tape protection



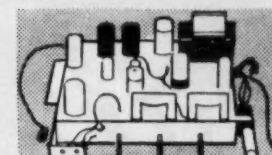
Variable tone control accentuates highs or lows



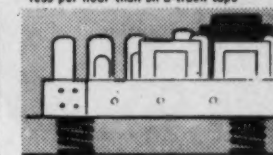
Accurate indicator pinpoints selections on tape



Pre-recorded stereo selections from \$5.95—high fidelity recording costs up to 36% less per hour than on 2-track tape



Powerful 2-in-1 amplifier delivers a maximum output of 17 watts



Shock-mounted transport for quiet operation

Another great selling opportunity for you!



Fully automatic—plays all 4 tracks automatically for two hours of uninterrupted music—no need to turn cartridge over. 5 push buttons. In brown-and-beige. Model SCP3.

*Unhappy with your
Vacuum Cleaner Profits?*

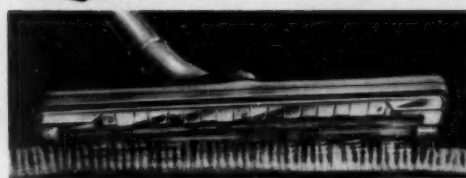
*You can
make
more
money
with
Eureka!*



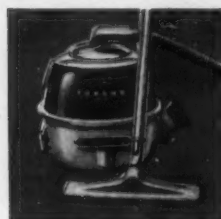


**THE VACUUM CLEANER
BUSINESS IS CHANGING
RIGHT UNDER
YOUR VERY NOSE**

EUREKA DID IT with the Vibra-Beat cleaner that has what no canister cleaner ever had before . . . a nozzle that **BEATS . . . BEATS . . . BEATS!** Giving consumers the beating action of an upright . . . plus the convenience of a canister.



EUREKA DID IT with a **FULL** line of canister cleaners that provide logical, easy-to-make step-ups to the kind of profits you'll appreciate after the years of slim pickings you've had with other cleaners.



MODEL #805-B AT \$39.88
A tremendous "price leader" for big promotion . . . over 1/2 million sold at \$69.95.



MODEL #860A AT \$49.95
Ball-bearing wheels and 8-pc. set of clip-on tools. Makes an easy "step" from \$39.88.



MODEL #960 AT \$69.95
Beautiful Full 1 H.P. Deluxe tools. Big profit for trade-ins and your big promotions.



MODEL #1010 AT \$89.95
Beating action of an upright plus convenience of a canister. Big profit in every sale.

EUREKA DID IT with the world's finest upright. A terrific profit cleaner when promoted with \$20.00 trade-in allowance—net \$69.95. Deluxe tools at \$19.95.

MODEL #260—\$89.95



AND EUREKA SELLS!

National advertising is one big reason. Dramatic 4-color ads in the Sunday magazine of more than 300 newspapers will sell the "beating-convenience" story of Eureka Vibra-Beat cleaning throughout the fall selling season.

**EUREKA PROMOTION NEWSPAPER ADS ARE SURE FIRE!
YOU DO BIG BUSINESS QUICK WITH EUREKA!**



In Chicago, readers of the Chicago Tribune buy most of the refrigerators sold!

In Chicago and suburbs, Sunday Tribune families own 71% of all refrigerators. Daily Tribune families own 49%.

The Tribune's responsive readers not only buy most of the refrigerators, they also buy most of the freezers, most of the clothes dryers—most of all the appliances sold.

If you're spending advertising dollars in Chicago, here are some facts to keep in mind. Families in the middle and high income groups account for 8 out of every 10 refrigerator sales. And among these better-able-to-buy families, 74% read the Sunday Tribune; 53% read the Daily Tribune.

Because it reaches the families who buy the most, the Tribune moves more people to buying action than any other medium. Even among low income families, it provides greater coverage than any other Chicago newspaper.

Manufacturers and distributors recognize the Tribune as the major selling force in the Chicago market. Year after year, they continue to spend more to advertise appliances in the Tribune than in any other Chicago newspaper.

For greater sales in a growing Chicago, put the force of the Tribune to work for you.

*More readers.. More advertisers...more results—
The Tribune gets 'em in Chicago!*

It's going to be a good fall and winter for the industry. The recession's a thing of the past and once again appliances-radio and TV are riding the crest of a boom.

That puts it squarely up to you to be sure you get your share of this booming business. To do that, you'll have to make enough noise and attract enough attention so that people will do their shopping in your store.

What you need, of course, is a series of good promotions . . . promotions that work for the smaller dealer as well as the mass merchant . . . promotions that work in small towns as well as big cities.

Where do you look for promotional ideas like this?

Right here, on these pages . . . compiled, analyzed and refined by our veteran West Coast editor Howard Emerson, here are nine hard-working, tried and proven

Promotions YOU Can Use

PROMOTIONS YOU CAN USE

YOU CAN . . . Hold a 'Private Sale'

• **Your Target**—New sales from old customers.

• **Where You Can Do It**—Anywhere that customers can conveniently come into the store during the evening. A good mailing list is a must.

• **How It Has Been Done**—The "private sale" is the hottest promotion of 1959. It is spreading like wildfire, with many dealers turning to it after reading the story of the "private back door sale" of Del Rey Appliances, Sunnyvale, Calif., in *ELECTRICAL MERCHANDISING*, May 1959, page 64. As each dealer tries it, variations are injected.

• **In Portland, Ore.**, Harold Kelley restricted his mailing to 600 customers for each evening of the promotion. A personal letter accompanied two tickets to "Kelley's Private Sale of Appliances" for "Kelley's Neighbors Only." In the letter, Harold Kelley pointed out that in 29 years his store had sold more than 250,000 appliances and TV to "... folks living within a five mile radius of the store." In appreciation of his neighbors support, said Kelley, he had been "... working directly with our factories to arrange special carload and truckload purchases ..." that would enable him to offer "... very substantial discounts."

Kelley's sale ran for two nights, Wednesday and Thursday, on two occasions four months apart. Tickets specified which night the customer was invited. Guests entered through the parking lot side of the store. Refreshments were served. Each ticket was given a number and in the store a list of numbers were



posted for comparison. Winners got a major prize each night—portable TV, stereo units—plus smaller prizes.

• **In San Francisco**, at General Appliances, partner Carl Hagstrom spread his private sale over a seven week period. About 1,200 customers were invited by mail to come in after 6:15 P.M. either of two nights (Hagstrom says it should have been just one night). Special prices on all merchandise were offered. Price tags with these lower prices were prepared and put on each of the appliances just before the visitors arrived. Every tag quoted a low price *with trade*, thereby holding the profit at a normal level. Characteristic of most private sales was the response—from 1200 invitations, Hagstrom got about 15 visitors. Yet, as in the experiences of most other dealers, 4 out of 5 of the people made a major purchase during the private sale.

• **In Redding, Calif.**, Carmona's held a successful private sale but keyed it to the

store's stock of used and repossessed merchandise. Visitors had to enter from the rear, where adequate parking is available, and that brought them right into Carmona's rear-of-store showroom for used goods. However, says Warren Carmona, there was no intention of holding visitors there—the front of the store was lighted, the door from the rear was open and everyone was encouraged after looking at the used to go up front.

• **In Portland, Ore.**, George Smith added two twists to his private sale which produced \$27,000 in sales in nine hours: (a) His invitations went to old customers, inviting them to a private "test sale"—he was testing this method of merchandising before a select group of customers before announcing it to the public; (b) Smith got his two finance companies to send letters to the same customers advising them "Don't forget to go to Smith's."

• Variations You Can Try

1. Use trading as a gimmick for the private sale:

a. Combine a private sale with a special trade-in offer—"we need good trades, prefer to get them from customers who've dealt with us, who'll probably be trading in appliances or TV that we have sold and serviced."

b. Run the private sale for service customers, screening service records to get a mailing list with appliances or TV at the trading age. Make special offer—"... We'll trade better on appliances and/or TV that we have serviced—we'll know what we're getting."

2. Use the private sale a couple of days before your annual "clearance of last year's models." Emphasize that "... there is always a demand for these new appliances at low model-change prices but seldom enough to go around."

YOU CAN . . . Try a "No Down Payment" Sale

NO DOWN PAYMENT WEEK

all next week

MAY 11th through MAY 16th

Store-Wide Savings

FRIGIDAIRE APPLIANCES • EASY WASHERS
ZENITH TV & RADIO • SPEED QUEEN LAUNDRY EQUIPMENT
BEAUTY QUEEN & TOWNSTOWN KITCHENS
IRONETTE IRONERS • G.E. & SUREKA VACUUM CLEANERS
AMANA FREEZERS & REFRIGERATOR-FREEZERS
SHETLAND FLOOR POLISHERS • RITCHIEMAID DISHWASHERS
UNIVERSAL & UTILITY AIR COOLERS

Carmona's

"Your House of Quality—backed by Service"

1426 Market Redding Phone CH 1-4863

• **Your Target**—a. The lower income groups in your market area; b. All families at periods when cash is low but credit is good.

• **Where You Can Do It**—Medium and small size cities and towns are best. Metropolitan areas, particularly with major department stores as competition, not suitable.

• **How It Has Been Done**—By building a promotion around "no down payment week," Warren Carmona and partner John McAfty built a \$14,000 volume week—a near record for the firm located in the Redding, Calif., population. And—they were offering only what their customers could get all year long at several other reputable local dealers. "People just don't realize how low down payments normally are for major appliances and TV. We checked with a lot of customers and found that a great many believed that the down payment would have to be 25 to 33 percent. Apparently, even

if they've seen 'no down payment' in small type in advertisements all year long, it doesn't register," says Carmona.

That's why Carmona devoted a full week to a "No Down Payment" promotion. He kicked it off with an all-type quarter page ad on Saturday and followed it up throughout the week with product advertising, all of which prominently featured the "No Down Payment" offer.

To conduct the promotion, Carmona's had to make special arrangements with GMAC and with the local bank. Normally the store requires 10 percent down.

During the week of "no down payment," 50 percent of the credit customers took advantage of the offer, the other half paying some amount down on the contract.

Credit risk was no problem, Carmona reports. Screening was extra thorough, of course. Losses on the no-down contracts, however, have been no higher than on those with down payment.

YOU CAN . . . Give the 'Marathon' a New Twist

• **Your Target**—Everyone in your market area through a spectacular, with sales to come from exposure to "specials."

• **Where You Can Do It**—Medium to small city or close-knit neighborhood market center of a larger city.

• **How It Has Been Done**—There's nothing wrong with the very much used "marathon" promotion idea that a new twist won't rejuvenate. An angle conceived by the Pratt Furniture Co., Spokane, Wash., and joined by V. J. Morris who operates the appliance concession in the furniture store, proves that. Morris' appliance volume increased 40 percent during a five day marathon that grabbed and held the public's fancy.

For five days and nights, an ex-rodeo cowboy rode a horse around the city and suburbs of Spokane without sleep. A sign mentioning the promotion was draped over the horse and the rider stopped to talk about the marathon sale to any audience he could get. A stable was set up outside the store with hay and water for the horse.

More than \$10,000 in prizes were offered to those who made the best guess

as to the length of time the rider could keep going without sleep. Morris used steady newspaper space to plug the promotion while Pratt Furniture used radio, TV and newspaper.

After five days the rider finally passed out. But through his nearly 120 hours of wakefulness he stimulated a promotion to profitable heights when many thought the marathon promotion a fond memory.

• **Variations You Can Try**—Here are a few of the many that have been tried:

1. Dressing all salesman in pajamas from 10 pm to dawn is common. If you have a truly "promotional" store, make the pajamas as gaudy as obtainable—then hold a contest. Offer a token gift for those coming in and making their choice of the gaudiest salesman.

2. Offering an "extra 5" or a special gift (a ham or turkey, dinner for two, or similar) for all sales made between 1 A.M. and 7 A.M.

3. Offer \$10 to anyone who finds a salesman asleep.

4. Use a nightly "count down," lowering the price of every appliance and TV a percentage every hour beginning at

**"Crazy" Lawrence Says
"WE'RE LOADED"**

The Store Is Full
The Warehouse Is Full
The Street in Front of the
Store Is Full

GRAND OPENING
We're Staying Open
96 Consecutive Hours
Everything Must Be Sold
and at
GIVE-AWAY PRIZES

FREE!
• PRIZES
• COFFEE
• DONUTS

KFXD RADIO
Will be on the
air for
**24 HOURS
A DAY**
During This
Sale

THIS WON'T LAST LONG!
23 PIECES
a Household of
FURNITURE AND
APPLIANCES
A SPECIAL
AT ONLY **26¢**

Use to
line at
4 a.m.
We'll be
Here!

midnight. Prices go back to normal in the morning.

5. Make the most of the staff staying up late—feature "better buys from sleepy salesmen," etc.

6. Have a logical reason for the marathon, as illogical as it may seem to stay open all night. "Crazy" Lawrence, Boise, Idaho, opens his marathon with simple, straightforward reason—"we're loaded".

YOU CAN . . . Put Teenagers on TV To Sell TV

• **Your Target**—Sales of TV, radio and hifi through a promotion that, while it makes use of youth, doesn't "use" them but helps them.

• **Where You Can Do It**—Anywhere, if you serve the whole market, and TV time is possible on your budget.

• **How It Has Been Done**—When 1,000 people responded to the first show on which Phoenix dealer Mort Brayer used teen-age salesmen, he knew he had a success. Since then the acceptance of the shows has increased and by the time this reaches print, he may have a show with dozens of teenagers.

• Every Wednesday and Friday night, the cameras of a Phoenix TV station focus on two teenagers. They are standing behind a counter, a duplicate of the one in the store of sponsor Mort Brayer whose displays of TV, hi-fi and radio were shown on film to the viewers just before the teenagers appeared before the camera. Prospects come into the scene, ask questions about certain models which

'SPOTLIGHT on YOUTH'
PRIZES—MONEY
CONTEST FOR
TEENAGERS
KOOL TV Channel 10 — Wed. & Fri. 5-5:15 P.M.

VISIT OUR
USED DEPT.
VISIT OUR
REPAIR SHOP

Reconditioned TV's
17" - 21" - 24" - 28"
with new guarantee

TERMS
On Repairing

NO MONEY BIL.
As Low **\$9.00**
AS . . . 1 week

HOME CALLS
9 A.M. - 9 P.M.
SAME COST

Mort Brayer's
SALES - SERVICE

Brayer is then featuring. Each teenager gives a 1½-minute sales story about the model to the prospect. No other commercial is used except to announce the contest in which the two youngsters are competing.

• Viewers are asked to decide which teenager is the best salesman. A postcard to Brayer's gives the contestant 1 point, a visit to the store counts for 5 points, buying the product the youngster pitched provides 10 points.

The winning teenager on each show

gets a free radio or phonograph, the loser gets hifi records. But they have a chance, too, at the stuff that makes professional salesmen click—money, like this:

• The teenagers appear on the floor at Brayer's the night of the show and on the following night. During that time, any customer may "credit" a purchase to the youngster of his or her choice. When it happens, the teenager gets a 10 percent commission.

To produce the show, Mort Brayer works with the Youth Employment Service. Four teenagers are selected for the week's two shows. The four are taken to Brayer's on Monday. There they are given a briefing on the products which Brayer will feature that week. Suggestions are made, but no set script is used.

Brayer thought up the idea when he saw the problem youngsters were having getting jobs for the summer. Three of Brayer's "alumni" have received jobs in selling—one full time, two part time—as a result of their appearance.

YOU CAN . . . Make Your Parking Lot a Promotion

• **Your Target**—Mass response to: (a) Move a special lot of merchandise; (b) Boost sales during a dull period; (c) Get more people familiar with your store.

• **Where You Can Do It**—At any dealership where there's a parking lot, preferably adjacent, big enough to handle

the crowds desired.

• **How It Has Been Done**—Volume triples during the four-day annual parking lot sale run annually by Ernie Fisher of Terry's Appliances, Boise, Idaho. Its potential is now so predictable that Fisher gives each salesman a quota of \$5,000

for the four days. But, there is more to Terry's, or any other "parking lot sale":

Timing. The parking lot sale is more effective when it has no competition from local activity which offers the family something more interesting to do. Ernie Fisher schedules Terry's annual event

Continued on page 70

How To Be a Smart Radio Buyer

The big season for selling radios is just ahead—but you won't be ready for it unless you know enough about product and price trends to build an inventory which will move when Christmas buying begins.

DECEMBER is a very special and very vital month in the radio business.

Each of the three product categories (portables, tables and clocks) peaks sharply at Christmas with this period producing 20 to 25 percent of the year's unit volume. Last year, retailers moved 1.8 million pieces at Christmas (equalling 1957's holiday business, even though 1958 business as a whole fell considerably below 1957's levels). This year the industry is riding the crest of a recovery boom which will produce sales of 8.8 million sets by the end of the year—and about two million of these will be sold in the month of December alone.

Getting your share of that business can depend on having the right merchandise in the right quantities. Your buying budget must be distributed to cater to the gift giving whims.

The information on these pages is designed to ready you for that job. The December buying guide is the combined average of the correct Christmas mix estimates from a number of top radio producers.

The second chart gathers for quick reference the leading trends which should help you allocate the radio dollars to the right price brackets within the mix.

The information concentrates mainly

Continued on page 79

Use this guide in building your Christmas radio stocks . . .

<p>About 40 to 45 percent of your stock should be in PORTABLES</p> <p>split like this:</p>	<p>➤ 40% in \$29.95 and \$34.95 transistor models</p> <p>➤ 40% in \$39.95 to \$49.95 transistor models</p> <p>➤ 15% in higher and lower transistor models</p> <p>➤ 5% in three-way tube portables</p>
<p>About 25 to 30 percent of your stock should be CLOCK RADIOS</p> <p>split like this:</p>	<p>➤ 50% in single and multi-function models at \$24.95 and \$29.95</p> <p>➤ 40% in over-\$30 full function with weight at \$39.95</p> <p>➤ 10% in low and high ends</p>
<p>About 30 to 35 percent of your stock should be in TABLE MODELS</p> <p>split like this:</p>	<p>➤ 50% in \$14.95-\$19.95 models</p> <p>➤ 40% in \$21-\$29.95</p> <p>➤ 10% in high end</p>

... and keep these trends in mind.

- There's a general downward trend in pricing. Price brackets one and two below last year's brackets will be more important this year. Comparable goods will be ticketed about \$5 less this Christmas, especially in transistor portables and clocks.

- Christmas packaging of transistor portables (case, batteries, earphones adding \$10) will continue strong in gift season. Also watch for more gift boxing of radio alone.

- Repeating snooze or slumber function becoming essential feature in clock radios. Push button operation of all functions continues in importance.

- Buy-'em-anywhere availability of flashlight batteries is strong story for bigger transistor portables. Economy story in flashlight batteries (1000 hours 40¢) killing off three-way tube portables (100 hours \$5).

- FM and AM-FM on the rise though still not big market. Keep Christmas eye on inexpensive jack-in FM tuner-only as well as big, wood \$99 AM-FM

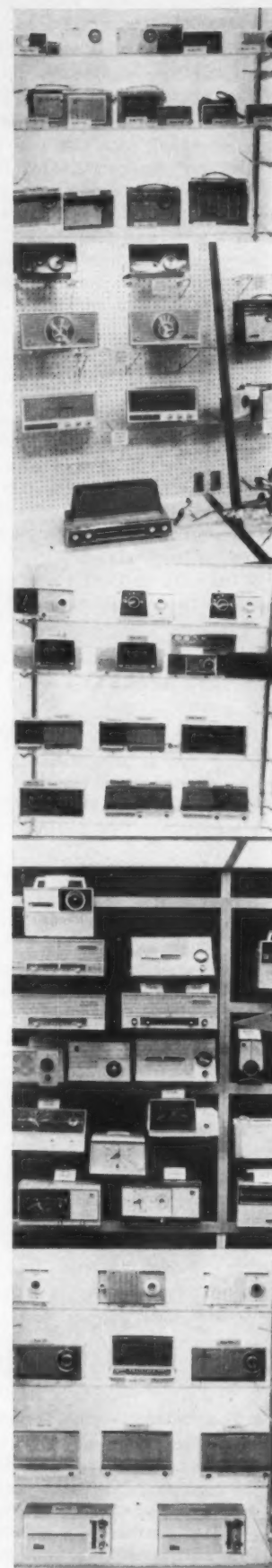
table radios. Also, availability of AM-FM stereo broadcasting is bringing matched pairs of radios (one for AM, one for FM) to market.

- Watch for continued trend to Japanese transistor portables made for U. S. makers (Motorola, Columbia, Emerson) though certain U. S. makers will remain violently all-American.

- Budget for 10 percent increase in Christmas radio units, but don't look for dollar increase unless you're prepared to actively sell up.

- Multi-band sets cooling? Though still very small end of business, multi-band sets appeared to be "taking off" last year—industry sold 150,000 of them compared with 75,000 in 1957—but were only holding even with 1958 at the half this year. . . .

- For the gadget and accessory trade: speaker box into which you insert pocket transistor set—using the ear plug connection—and convert it to a table model . . . A shoulder holder for your transistor portable permitting "no-hands" listening. . . .





"Special Service" Sells the Builder

Sales to builders are already running over \$300,000 a year for Urner's in Bakersfield, Calif., because the firm recognized that a "professional" approach was needed. Here's how they did it by creating six "special services" to appeal to their builder-customers

URNER's turned to this professional approach to builder sales late in 1956 following a discouraging attempt at developing a kitchen-contracting business. Seeing greater opportunities in making builder sales a good business instead of a bad word, brothers Dave and Phil Urner—long known nationally as stalwarts in NARDA—started preparing for this market. Dave Urner Jr. was given the assignment to manage the operation. In 1957, the first full year of sales to builders showed a gross of \$120,000. In 1958, Urner's builders department more than doubled its gross, reaching \$252,000. With 1959 more than half gone, builder volume is headed to a gross of well over \$300,000, at a gross profit averaging 20.5 percent.

The store serves a market area of 152,000 people, but it is only 112 miles from (and greatly influenced by newspaper pricing) Los Angeles with its mass merchants and competing retailers of all types. However, because the city of Bakersfield contains only 55,000, and the rest of the population is scattered in small towns and on farms, no mass builders have entered the scene. For that reason, distributors and manufacturers haven't fielded a force of direct selling salesmen to tap the builder market. Urner's serves a potential of 150 builders who average 3-5 homes a year with the largest rarely going over 100 homes.

Here are details on how this appliance-TV-hi-fi-furniture-service dealer is making a profit.

Service #1: Provide a Separate Builder Department

"The builder must be recognized as a businessman who has special needs. The best way to do this is to have builder sales set up as a separate department," says Dave Urner Sr.

When the dealer serves his builder customers through a separate department, the builder is enabled to follow his established "pattern of buying"—he deals with electrical contractors and plumbers who are set up to meet builders' needs—at the hardware store he is served in a

"builders' hardware" department. As a result, at Urner's . . .

1. The builder knows where to turn, he doesn't have to wander through the retail floor to find either the goods he needs or an individual who talks his language.
2. Urner's is better able to provide the builder with the displays, specialized selling, and other services described later.
3. The separate builders' department sets Urner's apart from all other retailers who carry the same franchised brands.

4. It gives Urner's builder business a status that increases its importance within the builders' fraternity—"Urner's specializes in builders' needs". It gives Urner's an entry to architects, real estate developers, and others.

5. It keeps the builder business out of the hair of the men whose job it is to develop a profitable retail volume in appliances, TV, and other home goods.

6. By operating builder business as a separate department, Urner's can maintain separate books that give the store a running account of how well it is doing.

MORE▶

"SPECIAL SERVICE" SELLS THE BUILDER CONTINUED



Specialist Dave Urner, Jr., (shown here with partners Phil, center, and Dave Urner) coordinates activities, controls inventory and helps builders with selling advice and with technical know-how.

Service #2: Put a Specialist in Charge

Putting a specialist in charge of Urner's builders department was a necessary move in taking a professional approach to this business, the Urners felt, for several reasons.

- The builder needs . . .
 - to work with a person who has close knowledge of the residential construction field, how kitchens are constructed, labor problems and costs, competitive conditions in the local building market.
 - a person who has the latest information on appliances and accessories available for the builder, specials available from the distributors, etc.
 - to deal with someone who can make immediate decisions regarding prices and delivery, and back them up.
 - a contact at the dealer's who is avail-

able at all times so that problems about equipment do not cause delays and labor costs on the job.

• The dealer with a builders department needs . . .

—department supervision by one individual who will coordinate sales effort, promotion, inventory control, delivery and service.

—centralized relationship with suppliers that keeps the builders department up to date on model changes, and close to the rapidly fluctuating of prices appliances and accessories suitable for promotion to builders.

—someone who can keep a close watch on competition so that the builders department gets its share of business at a reasonable profit.

Service #3: Stock Extra Merchandise

"You can't do a professional job of selling to builders if you rely on just the brand you have as your retail specialty, or if you inventory for your retail business and depend on supplying builders through special orders," Dave Urner Sr. states. Behind his thinking are these factors:

- Builders need access to several brands of built-in appliances and accessories because . . .
 - they must be able to supply the brands their customers insist on, and the family building a home has been influenced thoroughly by brand advertising in home magazines and over TV . . .
 - they may have to pick a national brand that is different than that of another speculative builder down the street in order to have a competitive sales story . . .
 - they may have to mix brands to meet a customer's tastes or to take advantage of special prices or close outs.

• With an adequate balance of brands and an inventory suited to the builders' needs, the dealer can

—enable the builder to take his customers to one showroom, get them to decide there, save travel and time . . .

—make it easy for the builder to handle his business affairs by having only one place to establish credit for appliances and accessories, one order to make out, one invoice to honor . . .

—help the builder better organize the work at the construction sites by not having to schedule delivery with several suppliers, by being able to have his foremen know where to call for assistance.

To put the concern in a position to meet those requirements of the builders they serve, Urner's has supplemented its G-E and Maytag lines with the following which are carried *only* in the builders department—the Westinghouse line of built-ins, the Thermador line of built-ins, O'Keefe & Merritt built-in gas ranges,



Extra Brands and heavy inventory are vital to builder operation, says Urner. Dealer interested in this business must be able to supply the builder with exactly what he wants at just the time he needs it. Units shown above are stocked only in Urner's builder department and are not carried at all in retail store.

Rangaire range hoods, Stanthony ventilating hoods, Electramatic Char-Broilers, and Robbins fans.

To meet the everyday needs of the builders who are being sold on depending on Urner's for all appliance and accessory need, the department maintains an inventory average \$30,000 at list.

Service #4: Build a Separate Display Area

"It's a pleasure to handle this builder business without trying to wear two hats at once—not to be quoting prices to a builder while a retail salesman a few feet away is quoting another price," says Dave Urner Jr. This is only one reason why Urner's took 800 sq. ft. of space, isolated from the 14,000 sq. ft. devoted to retail

Separate Display area is necessary so that builders can be kept off retail floor and so they can concentrate on merchandise suited to their needs. Included in this display area are two display kitchens and unique built-in exhibit (left) which gives builder chance to examine every model carried by the store.

appliance, TV and furniture display, and made it an exclusive area for builders and their customers.

Other reasons:

• A builder visits Urner's to do—in his mind anyway—big business, and he expects to be treated as a businessman. He prefers not to discuss equipment for several homes while he stands around near families who can't decide between a \$150 and a \$200 TV set.

• Some of the discussion necessary between the builder and Urner's will be confidential—credit, builder's construction costs, competitive plans, etc.—which re-



quire a private area preferably in or near the goods being discussed.

- Builders need a showroom where they can bring or send customers while the homes are being planned. In such a showroom he desires privacy, at least from the retail trade. And by necessity for the

dealer, the showroom must be separate from the retail floor to display the brands and models which are available only to the builder trade.

In this 800 sq. ft., which may be doubled soon, Urner's has two basic types of displays. These are shown and described

in the accompanying ELECTRICAL MERCHANDISING photos. To set up this model "builders showroom" the Urners invested about \$6500 plus the appliances. \$5000 went into the two complete kitchens, \$1500 into equipment to house the many models of ranges, ovens and dishwashers.

Service #5: Offer Extra Services

"The key factor that sets our builders department apart from distributors and others selling appliances and accessories to builders is the program of services we offer," points out Dave Urner Jr.

Urner's helps the builder before, during, and after construction.

Before Construction

- Selection of appliances of the type, size, style and availability that will help the builder fill the customer's desires for a custom home, or help the builder select equipment that will help the sales appeal of a speculative house, is a major service.

- Professional sales help for the builder is provided by Urner and the display area of model kitchens and builder models. Builders can bring or send a customer to Urner's, get Dave Jr.'s help in showing the principles of modern kitchen design and the application of the latest appliances and accessories to the customer's needs.

During Construction

- By being available as a one call source of appliance and accessory specifications, Dave Urner Jr. provides an important service to the builder and his sub-contractors during the rough construction. Instead of checking with several distributors, they can call Urner's and get professional help.

- By being available to work with both

the builder's carpenters and sub-contractors during installation of the kitchen, young Urner serves in three ways to prove the value of a dealer's professional approach to the handling of builder sales. By going out to the job, at least when the first units are delivered, Urner insures that the installation will be correct—cutting down on warranty service and in creasing the home buyer's satisfaction with both the builder and Urner's. By doing this, Dave Jr. speeds up this phase of construction, giving the builder another profit reason to keep dealing with Urner's. His availability in case of emergency is a third service that appeals to the builders.

- Delivery as needed—this service means much to the small builder. Few of the builders can tell more than 24 hours ahead when they will be ready to install the kitchen equipment. And they can't afford to have several hundred dollars worth of appliances and accessories left on the job overnight. The builder's insurance covers the equipment only after it is installed, and thefts from construction jobs is a major problem everywhere.

After Completion

- A final check on the installation and operation of the kitchen appliances and accessories can be made by Urner's before the builder turns the home over to the owner or before a house is for sale.



Special Services provided by Urner's includes consultation before and during installation (above) and post-sale follow-up which includes full warranty service and a demonstration for the new home owner by a home economist.

- Demonstration of the kitchen equipment to the new home owner can be arranged by Urner's. For this job, the store has on call a home economist (her basic assignment is home demonstration of dishwashers and automatic laundry).

- Standard warranty service on every appliance the builder buys—"this is the strongest selling point we have in seeking the business of the small builder," says Dave Urner Jr.

Service #6: Promote Builder Business

"We are now getting most of volume—and profit—from repeat business. But from the beginning we have been promoting business in one way or another," says Dave Urner, Jr.

To get and hold volume for its builders department, Urner's has been using these forms of promotion:

- Personal calls by Dave Urner Jr. have provided the basic groundwork of bringing to building contractors, real estate developers, and architects, the story of the store's full dimensional service to the residential construction field.

- A catalog which provides "Built-In Appliance Specification Sheets." A loose-leaf folder, the catalog is made up wholly of manufacturers' full color spec sheets. It was prepared mainly for mailing to Urner's full prospect list of builders, developers and architects. Its big value comes in its use by this group during early negotiations with home builders.

- Special promotions will be held regularly, like the open house, which Urner's termed a "Builder's Appliance Show," and which is seen in the accompanying ELECTRICAL MERCHANDISING photo.

- Model homes have been used by Urner's on six occasions at tracts of homes for which the builders department supplied the kitchen appliances, accessories and possibly floor covering. In the models, Urner's puts in all the furniture, drapes, carpet, tile, etc., not only as a cooperative service to the builder but to provide the full Urner organization with a chance to expose its wares to thousands of potential home builders and remodelers. And because every builder in the area visits

Best Form of Promotion is by word of mouth and is built on reputation earned by store among builder-customers. Other promotional approaches include personal calls by Dave Urner, Jr., issuance of a useful catalog, direct mail, and "open houses" (right) at which builders can examine new merchandise.

every model home to check on his competitor, the home promotes Urner's builders department to many more prospects.

- Billboards for which Urner's will share in the financing with the distributor of the major brand involved, have been used when conditions and locations permitted.

- Direct mail is one of the most effective methods of promotion, the Urners have found—particularly as a means of letting builders know when Urner's has located a very special buy in appliances and equipment. *End*





This Dealer Is a Disc Jockey

And a good one . . . so good that his 45 minute daily show captures half the listening audience in Charleston, W. Va., and doesn't cost Fred Scott a penny of his own money.

"THAT was Pat Boone singing 'The Wind and the Rain in Your Hair.'"

Scott lifts a record from the turntable. With a second poised and ready, he launches into his unrehearsed sales pitch.

"Yes, many a woman gets the wind and the rain in her hair if she's doing her wash the old-fashioned way. Not the modern way—with an automatic washer or combination washer-dryer. They're available, you know, from Fred Scott's friendly House of Service . . ."

Every day some homespun sales story of this sort is beamed out to the greater Charleston, W. Va., audience over Station WCAW from Fred Scott's, Inc. by owner Scott himself.

An ex-radio announcer, Scott has blended his station experience with his merchandising savvy to build a \$370,000 annual volume. About 40 percent of this, or \$150,000, is in TV. Another startling \$50,000 is in records.

Scott has been in records for the past 10 years, since he operated a 5-foot by 18-foot store. Since then he has expanded three times. When he moved to his present 36-foot by 100-foot location he was quick to capitalize on his announcing experience. He arranged to have a turntable, microphone and remote equipment, all owned by the station, installed in a soundproof upstairs room. Now he's committed to 45 minutes (squeezed between 4 to 5:30 p.m. daily) of recorded time. When he figures out his charged time, then deducts co-op monies and the charge for his announcing service, Scott finds that the program costs him nothing but his time.

The reason that both the station and other advertisers like Scott's show is simple enough: Pulse and Hooper ratings indicate that Scott captures about 50 percent of the audience in competition with five other stations.

To disc-jockey Scott such ratings are a source of considerable personal satisfaction.

But they're even more important to appliance dealer Scott—for public approval of his radio show has been paralleled by growth in his own business. That's why Scott is likely to double as a disc jockey for some time to come.

End



Radio show is one big reason why Scott's 15 by 18-foot record department grosses \$50,000 a year, big for any other market.

Christmas is Coming

SPECIAL
REPORT

If you sold 7 toasters last month,

You should sell 23 in December.

If you sold 6 mixers in September,

You should sell 30 in December.

If you moved 9 radios last month,

You should sell 22 in December.

And, if you sold 9 dishwashers in September,

You should sell 12 in December.

You should, that is, if you get your share of the industry's growing Christmas gift business. The figures above (compiled by ELECTRICAL MERCHANDISING's market research department) show just how important Christmas has become to the industry as a whole. Whether or not it will become this important to you depends on what you do to cash in on this growing gift business.

Fortunately, it's not hard to do just this. Some dealers go all out, adding special seasonal merchandise (Christmas cards, gift wrappings, toys, non-electric housewares, giftware, etc. naturals) to their usual appliance-radio-TV stocks. You may want to do this yourself. But if you want to stick with your regular lines, you can still cash in on gift business be-

cause year after year appliances and radio and TV sets have become more and more popular as gift items. Broad industry promotions like BEP's Give Better Electrically program and U. S. Steel's Operation Snowflake (and this year's all-out push by the nation's newspapers) have set the stage for the individual dealer to cash in on this holiday business.

To help you do this, we've packed the pages which follow with specific suggestions, helpful ideas, provocative ad headlines—all tailored to help you get your share of Christmas business. Study this section carefully and keep it handy as you plan your own Christmas merchandising program. You'll find it's the most valuable Christmas merchandising guide you've ever read.

and Here's How You Can Cash In on Holiday Business

Take Advantage of Industry Promotion page 58

Capitalize on What Manufacturers Are Doing page 59

Build a Really Good Christmas Display page 60

Say Merry Christmas in Your Advertising page 62

Create Excitement on Your Sales Floor page 63

Learn How To Gift-Wrap Your Merchandise page 64

HERE'S HOW YOU CAN CASH IN ON HOLIDAY BUSINESS

1 Take Advantage of Industry Promotions



This Christmas, the industry is uniting behind three of the most ambitious promotions in its history. Here are the details, with a special word on how you can tie in your own merchandising with each



I. "Give Better Electrically"

Twenty leading electrical manufacturers, the Live Better Electrically project, Edison Electric Institute's National Electric Living program, and the *Saturday Evening Post* are uniting under the Give Better Electrically banner to promote electrical appliances as Christmas gifts.

To spark this second industry-wide promotion, a multi-page "advertacular" will appear in the *Saturday Evening Post*, November 21. More than 20-million readers will find in the center spread a four-color collection of Christmas gift suggestions identified by brand names—page after page of half-page dutch door units. Brand names included in this all-electric gift parade include Dormeyer, General Electric, Hamilton Beach, Hobart, Hoover, Iona, Knapp Monarch, Mirror, Norelco, Northern Electric, Proctor, Rival, Silex, Tappan, Toastmaster, Universal, Waring, Westinghouse, Whirlpool, and the Yellow Pages.

To keep the idea of giving better electrically constantly before consumers, participating manufacturers will use the Give Better Electrically theme in their TV, radio and national advertising as well as in local newspapers. A reprint of the "advertacular" cover will be used on product folders, Christmas catalogs, and the GBE emblems will be used on literature, stationery displays and newspaper mats.

Utilities will again tie-in at the local level to keep interest high; and the Edison Electric Institute, starting in November will plug the theme on three daytime NBC TV programs: "The Price is Right"; "Treasure Hunt" and "Split Personality."

Dealers and distributors interested in tying in, and identifying their store as a Give Better Electrically Christmas gift headquarters will be provided with

point-of-sale material and merchandising aids of all types including spot commercials, appliance stick-on displays, gift parade banners, four-color banners, lighted Christmas tree displays, Santas, etc. For information and materials see your distributor or your local utility.



II. Operation Snowflake 1959

For the sixth year U.S. Steel plans to promote major appliances (gas and electric) as Christmas gifts. The campaign starts November 16 with 6 commercials on three of their TV U.S. Steel Hour programs, plus a newspaper advertising campaign which will be concentrated this year in major markets broken down into three classifications, where recent surveys show that greatest major appliance sales occur:

"A" Markets include Chicago, Dallas and Los Angeles. In these three areas large advertising units will be used in the leading newspapers. Spot radio programs will also be used here.

"B" Markets include Baltimore, Boston, Charlotte, N. C., Cleveland, Denver, Des Moines, Fort Worth, Miami, Minneapolis, Pittsburgh, St. Paul and Seattle.

"C" Markets include the two industrial towns of Birmingham and Gary; and two Canadian cities, Toronto and Vancouver, B. C.

"Snowflake" will offer dealers and distributors in a direct mailing, a free "Snowflake" wall poster which can be used as a point-of-sale piece to create store traffic or to sell any other of their particular mix of merchandise.

On the back of the poster, dealers are offered a kit of other merchandising aids—a \$2 package for \$1. Radio and TV kits will also be available.

III. "Make Your Home Happier"

Newest of the nationwide campaigns to promote electrical appliances as Christmas gifts is the Bureau of Advertising's promotion "Make Your Home Happier with a New Appliance" November 9 to 21. The promotion has three objectives: (1) to show consumers how modern appliances can make modern living easier and more enjoyable, and leave more time for family fun; (2) to point out the many achievements of the appliance industry in producing more efficient, easy-to-use and easy-to-care-for appliances; and (3) to help appliance manufacturers, jobbers, distributors and retailers sell more goods, and to help promote them as Christmas gifts.

Formulated by the Bureau in conjunction with appliance manufacturers associations, the Bureau reports strong interest on the part of its member newspapers representing over 600 key markets.

A detailed promotional kit has been developed by the Bureau. It includes a complete selection of creative advertising and selling materials to be used as identifying point-of-sale tie-in pieces. This kit is being made available to all daily newspapers in the United States and Canada. From now until the kick-off date, thousands of local newspaper salesmen and representatives and the Bureau's own national sales force will be contacting appliance retailers and distributors in an all-out push to get widespread participation in this newest appliance selling vehicle.





2 Capitalize on What Manufacturers Are Doing

Millions of dollars worth of advertising, packaging and professional display help will be offered you by manufacturers during the next few weeks. Pay close attention to what's available, choose what you can use—and you'll find your own promotional dollar will go further

I. Christmas Ad Plans

Cory will tie in with the overall "Cory for Gifts" campaign which has been running in consumer magazines, increasing insertions for Christmas season.

Dormeyer plans a series of ads in "Life" and "S.E.P.," plus local newspaper dealer listing ads. A key-city billboard campaign will also be offered to local dealers as a tie-in for stocking Dormeyer merchandise.

In addition, an appliance brochure and key dealer power tool program is planned.

"Shopping in a Christmas Wonderland" is the theme of a General Electric housewares schedule for December in "This Week," "Parade," "Family Weekly," "Suburbia," "First 3 Markets," "Life," "S.E.P.," "Sports Illustrated," "Better Homes," "Holiday," "House Beautiful," "House & Garden," "True," "Living," and "Sunset." This theme will also be used on the G. E. TV "College Bowl."

Hamilton Beach will run "the strongest Christmas advertising schedule ever," to bring advertising as close to point of sale as possible. Major coverage will be continuous, week after week, in "This Week" and "Parade," plus two color half page ads with dealer listings in most major market newspapers. These ads as well as ads in "Better Homes and Gardens," "Good Housekeeping" and "McCall's" will contain special Christmas messages after November 15.

Knapp-Monarch's entire program is built around Christmas buying with ads in "House Beautiful," "Living," "Good Housekeeping," featuring five items, 3 K-M and 2 Nesco.

In addition, two of these items will be featured on the Dave Garraway Show through November and December.

A key account program also provides the key department store in 70 markets with newspaper advertising on K-M and Nesco appliances during the Christmas buying season.

In a 3-week period starting after Thanksgiving, Motorola plans a heavy program of local newspaper advertising covering 145 major markets plus ads in "Life," "S.E.P.," "House Beautiful," and "House and Garden" between Thanksgiving and Christmas. They also plan a 100 percent 24-sheet poster showing their TV and stereo line in this same period.

A "Golden Circle" one-hour TV spectacular is planned by Oster for Thanksgiving Eve, November 25th, featuring a group of recording artists whose records have sold 1-million or more. Tied in with this TV program is a \$4.98 Golden Circle song album, which will be offered listeners for \$1, when they purchase any Oster advertised gift appliance.

In addition to Philco's usual saturation coverage in national magazines early in December, Philco is launching a direct mail campaign totaling between 8- and 9-million tabloids. It promotes a gift pack on portable radios; a free record package on phonos, stereo and hi-fi, and special prices on TV and phonos. These tabloids will have a Xmas theme to encourage gift buying.

RCA-Victor plans a special advertising and sales promotion push on their "Newsmaker line"; Christmas displays for dealers, particularly on TV; and Christmas packaging on a transistor radio.

Sunbeam appliances will be extensively advertised in all media—national, mass circulated magazines, TV and newspapers during the Christmas season. To support this program, Sunbeam will have a complete selection of tailor-made ad-mats, window banners, Sunbeam ribbons and bows, plus store displays featuring a Christmas theme.

Universal plans national magazine ads early in December. "Tell your favorite Santa to bring Universal" is the theme.

Some TV commercials are also planned in New York and Los Angeles markets which will carry a Christmas flavor during December.

Westinghouse will have special Christmas advertising in all media; strong TV promotion of electric housewares on the Desilu Playhouse, the first week in December. Special Christmas activities are also planned with the portable dishwasher.

Among other things, Whirlpool plans a promotion which will combine Sno-Flok (a flocking compound, which can be applied with a vacuum cleaner) and their cleaners and Christmas.

II. Special Merchandise and Packaging

Most manufacturers plan to feature their newly introduced fall lines rather than provide special merchandise. Moto-

rola plans special promotions using incentive closers for radios and another closer for TV and stereo, rather than special merchandise.

Only a few plan special packaging. Suggestions and ideas on packaging will be provided by Frigidaire; Motorola traditionally makes available a special gift-wrap package of material and will do so again; Westinghouse, as in former years, will use some special packaging on electric housewares, and will provide special Christmas wrapping for certain of their major appliances.

III. Christmas Displays

General Electric, Hamilton Beach and Motorola are the only companies with store display programs finalized at this writing to a point where they can be described. However, Frigidaire, Westinghouse, Philco and Sunbeam are planning point of sale display material which will be available for the big Christmas push.

A free-standing, 40-in. high Santa Claus, into whose hands a can opener can be placed is the central figure of General Electric's portable appliance display. Included in this display package are three free-standing elves plus decorated place cards for identifying each appliance.

The radio receiver division has an 11-piece, multicolored ensemble with a three dimensional lantern theme. The large center lantern has a flashing light. Two side lanterns with platforms, two phono lanterns and six smaller lanterns plus a package of artificial snow and holly leaves are included.

Hamilton Beach has a high fashion display designed for the new coffemaker, which can be converted to feature the Mixette, toaster or chrome food mixer. Done in gold, this display is suitable for Christmas as well as other gift seasons.

Motorola will professionally install in dealer windows in markets of all sizes a special Motorola Christmas Display Window. This will be handled through Motorola distributors and professional window trimming companies, using Motorola-designed window materials.

Other companies who have indicated that they will have special Christmas merchandising but whose plans are not yet firm are Admiral, Frigidaire, General Electric (Louisville) and Norge.

MORE▶

HERE'S HOW YOU CAN CASH IN ON HOLIDAY BUSINESS



Build a Really Good Christmas Display

It need not be expensive—and it's not difficult, if you study the ideas and techniques used by the retailers who built the windows described on these pages



Window panes painted on glass are an old idea which can be particularly effective if executed as well as was the case with Coast Radio, San Jose, Calif. Pajama-clad youngster in display adds unusual touch to familiar idea.



Wallboard cut-out covered with crepe paper and decorated with aluminum foil produced this inexpensive but effective major appliance display in window of Scott Electric Company, Palmetto, Fla.



Don't be afraid of the light touch. Sears, Roebuck used puckish Santa Claus peering over roof of its store in Atlanta, Ga., last Christmas. Such a unit is easily duplicated using papier-mache; enamel paints.



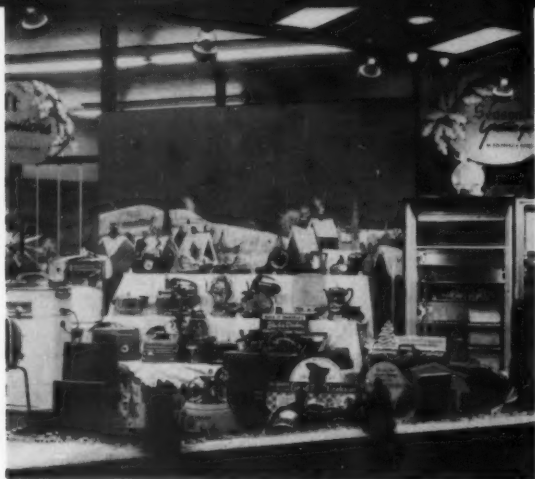
Painted windows can be used in variety of ways to produce either serious or light-hearted display (like this one at E & H Television Sales & Service in Burlingame, Calif.) Check art supply houses for correct paint.



Use a big display to stop traffic. That's what Gresham Builders Supply and Hardware in Avidale Estates, Ga., did with this 16-foot high Santa Claus made of plywood. Total cost: about \$100.



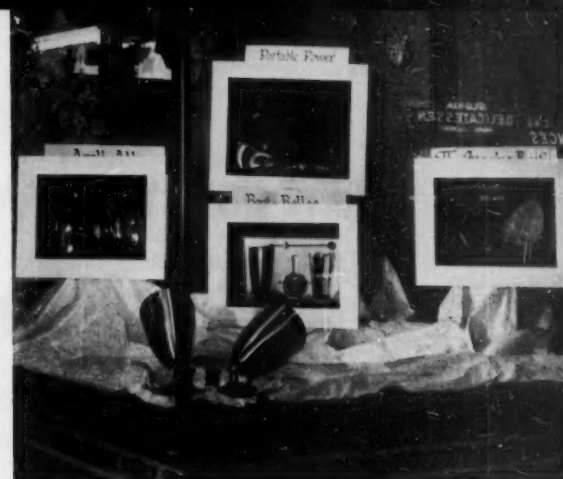
Religious significance of holiday is recognized with imaginative stained glass window made of colored cellophane. It was used to feature small appliance display at Rochester Electric, Berkeley, Calif.



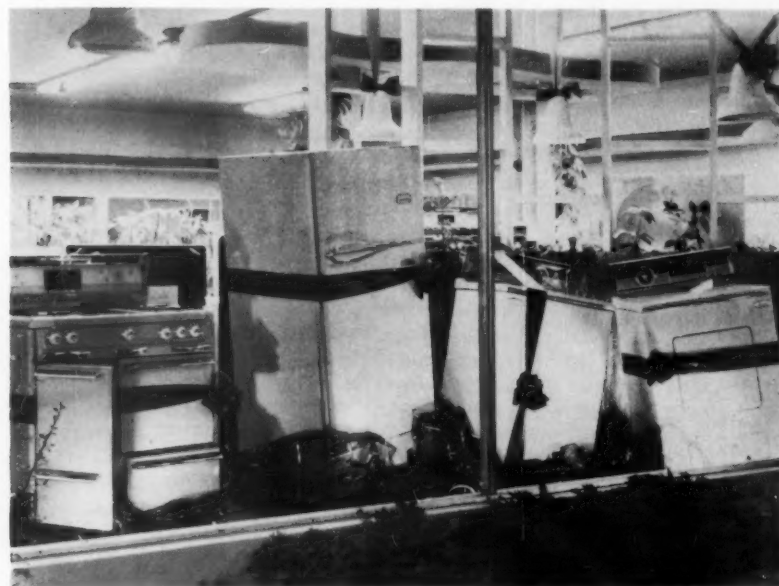
Novel backdrop with three-dimensional effect provides focal point for this window at M. Goldberg & Son's in Syracuse. Note how much merchandise can be shown in such a window while making single impression.



Religious theme dominated display at California Appliance & Electric, Palo Alto, Calif., last winter. Besides this Madonna and Child window in gold and white, store featured floodlighted Christmas figures on its marquee.



Shadow box technique can be used to spotlight particular groups of appliances. This approach was effectively used during the 1953 holiday season by Huntington Hardware, Huntington, N. Y.



New approach to major appliance display was tried by General Appliance Co., Oakland, Calif., which

"tilted" appliances in addition to wrapping them with ribbons and colored cellophane.



Usually a display headache, columns on sales floor of Duke Power's Greensboro office were

put to good use last Christmas. Notice also the effective display on top of wall case at right.

... Or try these display ideas

Utilize a Christmas theme throughout the store. Stan Densow in Spokane creates a "Candy Land" lane from the door to the center of the display area and uses the candy cane motive in the window and elsewhere in the store. The canes are made from painted stove pipe sections. Free five-cent canes are given every child who brings his parents to the store. And a giant two or three foot candy cane goes to the youngster whose parents buy a major appliance.

Use a sled—but differently. If you use a plastic or papier mâché sled and reindeer try this trick: Put the sled at the left rear of the window with the reindeer climbing up and to the upper right hand corner of the window. Cut the reindeer (Rudolph) in half with the front half outside the window. Rudolph's red nose should obviously blink on and off.

Curtain going up on this display. Rig a motor to raise and lower a large window shade. On the front of the shade

letter in this legend: "Take a Quick Look at the Answers to Your Christmas Problems." Lights can be timed to go off when shade is drawn, on again when it is raised.

Try a window-sized Christmas card. Hire a commercial artist to draw an outside 10 by 20 foot Christmas card and use a supplementary sign which reads: "We couldn't send each of our customers a Christmas card, so here's one for all of you."

Try a very special pop-up display. Use an aluminum-covered shipping carton to make a giant mock-up of a toaster. Place a Santa-Claus figure in the toaster, four-fifths visible, and holding a card with the appropriate legend "Santa Pops Up With Sparkling Appliance Gifts."

Let the product tell the story. In one corner of your display floor or window place a self-contained stereo console and a top-line range. Load the phono with Christmas records and place a prop turkey and cooking dishes on the range. Use a sign which reads: "We've cornered the sounds and scents of Christmas."

Avoid a cluttered look in a mass display. You can avoid giving a display of many items a cluttered look by stepping up the items in size, front to back . . . or grouping similar items together . . . or using simple signs to designate each grouping.

Don't overlook the obvious ideas. Use inexpensive sprays, corsages or ornaments to decorate small items on display . . . use big, wide ribbons and cellophane wraps for majors . . . frame your window in white Christmas trimmings from the dime store . . . Use wreaths, tinsel, garland . . . Use aerosol bomb snow to decorate window.

Let your customers trim the window. Create local interest by having high school art classes or local artists paint Christmas scenes on your window. The result: good community relations plus a striking window.

Build a platform for small appliances. Use bricks, planks and drapery covering to build a low platform around edge of window. This serves as temporary display runner for large number of electric housewares, radios and record players.

MORE



HERE'S HOW YOU CAN CASH IN ON HOLIDAY BUSINESS

4 Say Merry Christmas In Your Advertising

But don't be content to say just that. Look for a fresh, appealing approach for your advertising. Build your ads around eye-catching headlines. Here's a list of **55** heads which other dealers have used successfully. You're sure to find several which you can use just as profitably in your own advertising

For the Best Years of Your Wife, Give an Appliance

Just Call Us Santa Claus

No Woman Ever Has Too Many Appliances

Give Your Wife a Very, Very Christmas

Gifts She'd Ask For

Wishes Can Come True

And All Through the House . . . Not a Creature Was Stirring . . . Not Even the Spouse (electric mixer)

Music . . . the Special Sparkle of Christmas (for hi-fi, with Christmas song record as bonus)

Santaproved

Give Laundry, the Gift That Comes in Pairs

That Man's Almost Here Again (with art of Santa)

The Happiest Christmas Package Ever Opened

When it Comes to Christmas . . . Everyone Comes to Smith Electric

When it Comes to Gifts for Men . . . Their Women Come to Smith Electric

Ssh! Confidential to Mom . . . Smith's Has Gifts Worth Hinting for

The DELIGHTS of Christmas Can Be LIGHT on Your Purse . . . When You Shop Smith Electric First

For Your Christmas HIMSELF . . . Smith Electric Suggests These Man-wanted Gifts

Note To the Thoughtful Man—Gifts That Put the Happy in Happy Homemaking

A Gift With the Holiday Sound—That the Family Will Hear All Year Long (stereo, etc.)

How to Sound Your Best This Christmas (stereo, hi-fi, organ, radio)

Thrifty Santas Get More for Their Gift Dollars With These Electrical Gifts From Smith's

Gifts With the Special "Searched For" Look That Makes Them Appreciated All Year Long

For a TUNEFUL, CHEERFUL, EARFUL Give Your Family a (hi-fi, stereo, organ) from Smith's Special Selection

Gift-Perfect

Gift-Worthy

Labor Takes a Holiday With Christmas Appliances from Smith's

Give the Gift of Leisure

Say Merry Christmas Family Style

Make it Christmas in the Kitchen

Santa Clues to What She Wants

Up Pops Santa With a Toaster for Mom.

Tree-mendous Gifts

Great for Giving and Easier Living

Listen . . . it's Christmas. Hear the Sounds of the Season on (brand & product)

You Can Play Carols by Christmas Morning on a (brand) Organ

Park It Here, Santa. (Should be accompanied by sketch of sleigh circling store and parking lot)

The Early Shopper Gets the Bargains

Now . . . When Minutes Count, Count on (store).

Smith's Really "Sleighs" Prices!

Look What Santa Left You at Smith's

Every Day is Christmas at Smith's

There's No Christmas Like a Smith's Christmas!

Those Bells are Ringing Glad Sales Tidings . . .

About Smith's

Say Your 'Merry Christmas' with a Gift From Smith's

Hand in Hand . . . Glad Tidings and a Gift From Smith's

May Your Christmas Be Merry . . . And Your Blessings Many . . . Smith's—Ready to Serve any Holiday Need

Donate Your Trade In (Appliance, TV) to the Needy Trade in now. We'll donate your trade in, or its value to the Elks for needy families. Have a heart at Christmas.

One Good Christmas Bonus Deserves Another. Here's Our Christmas Bonus To You:

Perfect Christmas Gift for the Kitchen That Has Everything:

Santa Goofed. 27 Special Christmas Appliances Scratched and Dented in Delivery

Christmas Is Kids

Psst! Dad! She's Written to Santa about:

Remember the Cold Folks at Home (electric blanket)

Plum Pudding Time and Smith's Has a Choice Selection of Plums for Your Gift-Giving

You May Still Hang up Your Stocking and Get It Filled at Smith's (for after Christmas use)



5 Create Excitement on Your Sales Floor

Don't rely on advertising and display alone. Have a gimmick—a contest, a unique service, a traffic pulling demonstration—which will create excitement and have people talking about you and your store during the holiday season. Here are **29** ideas

Offer a New Year's Eve party. As an unusual premium arrange a night out at a local night spot as a premium for Christmas appliance purchases. There are lots of copy possibilities. For example, headline your ad this way: "Be our guests on

New Year's Eve and celebrate the New Year and all the work you'll save during the year with your new refrigerator."

Use the organ for Christmas music. Instead of merely playing Christmas records through your outside loudspeakers,

arrange to have someone in the window of the store give an hourly recital on one of the electric organs you carry.

Do something for the community. If local charities or service clubs distribute gifts to the needy, offer to gift-wrap

these packages—or if this is too big a job at least offer the facilities of your store some evening so that club members can gather there and do the gift wrapping themselves.

Have a party in the store. Try a variation of the “private sale” idea. Call it a Christmas Preview Party and schedule it early in the season. If possible, have guests enter through back door to encourage idea that this is a “private” showing. Have gifts for the children. And remember you may have to offer some kind of price inducement in your invitation if you really want to pull crowds.

Check your customers’ packages. Offer to check packages for customers while they finish shopping. Use area in stock room or somewhere in rear of store so that customer will have to pass through your display area. Get check stubs from local stationery store.

Run a parking lot sale. One dealer sold 76 majors in three days when he put Santa in a parking lot and let him give away free coffee, doughnuts, orchids and candy. The kids spread the word about “free candy” all over town and dragged their parents in.

Establish a Santa Claus express. Dramatize your services by offering Christmas Eve delivery.

Offer gift certificates. You’ll overcome lots of objections (it may not fit, she may want another kind, etc) if you offer gift certificates.

Send Christmas overseas. Contact units of the Military Auxiliary Radio Service at local air force base to see if it’s possible for local unit to arrange a remote setup in your store so that customers can send Christmas messages to servicemen overseas.

Arrange a concert in the store. Invite singing groups from churches, schools, industry to appear in your store and sing Christmas carols. Pay 25 cents to each member of parent group who attends the concert.

Use a marathon radio show. Sponsor day-long radio show from store and offer prizes for customers who respond first to silly requests: “Bring a plum pudding to the store . . . Come down dressed as an Eskimo . . . etc”. Space these “contests” throughout the day and save best stunt for late in the evening.

Stock a Christmas grab bag. Stuff several bags with small gifts, then padlock each bag. When customer makes a purchase allow them to unlock bag and pull out free gift. Make a ceremony of this.

Feed the parking meters. Encourage traffic by mailing out coins “for use in the parking meters” near the store. Or, if local ordinances permit, hire a boy to patrol the street and put extra money in meters where the time has expired. Put a card on the windshield explaining what you’ve done. And have the boy dressed so that he attracts attention to a placard which explains what he’s doing.

Cash in on Christmas Clubs. Check with local banks and find out when checks

are issued. Give special discount to people who cash check with you to buy an appliance. Time promotion to coincide with issuance of check. And see if you can’t arrange a “Pre-Christmas Club” sale—offer to hold the merchandise until checks are issued.

Offer a free service. Mail out a card late in November offering a free survey of customer’s TV set “so it can be in shape for the big Christmas spectaculars.” Mail cards by neighborhood and explain that servicemen will be “in your area on Tuesday afternoon”. Servicemen will be expected to do little more than adjust alignment, contrast, etc., so that a neighborhood can be done in an afternoon.

Hire an old car. Every community has a resident who collects antique cars. Rent one or more of them, load back seat with gift-wrapped packages, and have a Santa-dressed employee drive around town.

Learn as you go along. Keep a record of what you’ve done, the things you’ve learned, the mistakes you’ve made. Ask employees for their comments and ideas. And keep a record of which merchandise moved best. Use all of this to get an early start on Christmas in 1960.

People like free photos. Offer free color photo of Christmas-decorated homes . . . Or make a deal with a local photographer and have him set up his lights and cameras in your store. Provide a Santa Claus and give away one print of each child talking to Santa. Photographer’s profit comes from orders for additional prints . . . Or do-it-yourself with a Polaroid camera set up next to the Christmas tree or Santa Claus display.

Give away wreaths or trees. Wreaths are easier to handle. A \$5 wreath jobs out at \$2.50. To promote the offer borrow a stock door from a lumber yard and decorate it as a floor or window display. . . . If you give away trees arrange a tie-in with local charitable or service groups who may be selling them. You can give your customer a certificate redeemable at the tree lot and you won’t have to handle the tree itself. Charitable groups like the arrangement because it guarantees them a certain number of sales. They’ll give you a break on prices.

Spread Christmas spirit with music. Put a speaker on your marquee, roof or vestibule and broadcast Christmas music. But be careful. A speaker which “blasts” out music on a continuous basis can irritate customers and neighboring retailers. So after you’ve set up your speaker go outside and listen. Make sure it isn’t too loud (probably shouldn’t be audible more than two stores away). And schedule your music so that for a certain time every hour you broadcast nothing but silence. Also check local ordinances and regulations.

Offer a religious premium. In the so-called “Bible Belt” some dealers have been successful with an offer of the 16 rpm talking Bible records. This can be set up as a premium or promoted for outright sale.

Get an early start on power tools. Set up a power tool school for the fall months. Let the tuition be a gift purchased by wife in early fall, with power tools the logical gift after hubby graduates.

Look around for a puppet show. J. W. Kerns of Klamath Falls, Oregon, built both good will and traffic with a puppet show produced by local high school drama workshop. Show was especially written with Christmas theme and closed with Santa distributing gifts to audience.

Run a Christmas cooking school. Capitalize on the fact that women do more entertaining, more cooking during the holidays. Arrange a cooking school with a holiday flavor . . . how to cook a turkey, unusual Christmas desserts, etc. For an unusual twist scout around for the biggest turkey you can find. Ballyhoo the fact in your newspaper advertising. Cook the turkey during the cooking school. And then, that night have a “carving” school for husbands.

Give the woman a treat. As a premium at Christmas time offer a free Christmas dinner at a leading restaurant. Or allow the customer to cash in on the free meal at any time during the holiday period.

Mail a reminder. You can make this as simple or as ornate as you like. One simple approach is to mail a post card headlined “Husband Reminder” to the man at his home address. You can be sure the woman will see it when it arrives and perhaps add her voice in letting the husband know what she wants. Or if you want to do this up in a big way draw up a Christmas check list with three columns—one for the recipient, one for what the store suggests for such a person (transistor radio or shaver for father, radio or phono for teen-ager, etc) and a third column for the final choice. At the bottom of the list be sure to plug all the services you provide.

Put on a contest. They’re easy to arrange at this time of the year. For children, offer a prize for the best “coloring” of a Santa Claus picture which you provide. Or let children under 12 write answers to the question: “Why my mom deserves the world’s best Christmas gift.” The ideas and the misspellings you get can be used in your advertising. For adults you can dust off the old Treasure Chest promotion and mail out keys with which customers can try opening “Santa’s Gift Box”.

Be sure to say Merry Christmas. About December 15 be sure your employees begin answering the phone with a cheery “Merry Christmas”.

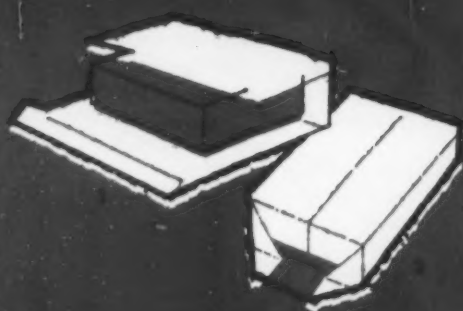
Offer a Tie-in Gift. Appeal to the budget-conscious with a free gift of a small radio or appliance. This encourages them to spend for a major household purchase and still have a gift item to put under the tree. Also, offer a hairdryer, lady shaver or some other such gift to the man who purchases a major appliance for his wife, thus giving him a personal gift that can be wrapped and placed under the tree. Similarly, appeal to parents by offering premiums of toys, bikes, etc., with purchase of an appliance.

MORE▶



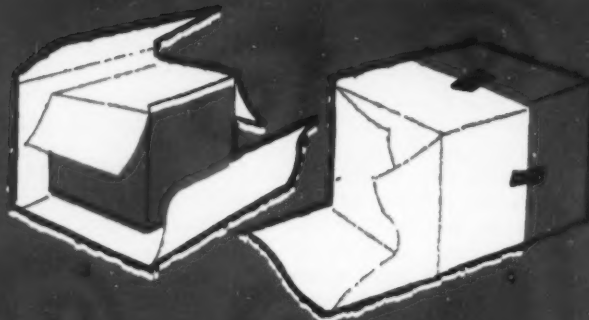
Learn How To Gift-Wrap Your Merchandise

The reason's simple. Nothing else you do will so well identify your store as a source of gifts nor give you as powerful a competitive selling tool. Gift wrapping materials are readily available in your community and, after studying the easy-to-follow illustrations below, even the clerk who is "all thumbs" can qualify as a competent wrapper.



The First Step: Wrap the Box. 1. To make the center the box on the paper so the design shows to best advantage. Cut the paper wide enough so that there will be a one or two inch half inch overlap and long enough so that it extends a half inch above and below the box ends. 2. Bring the paper up and over

top of box, the center as possible, fold the paper at the ends, bring the side flaps toward the center. Then fold the remaining flap up and secure. 3. If box is not too large for single sheet of paper, cut a second piece the width of the box and long enough to extend well down on both sides. Now proceed as above.



remaining edge of large sheet to extra piece as necessary. 4. Extra large box may require two sheets of paper. In this case wrap one half of the box at a time, fastening pieces at center with tape. Unusually large boxes may take four sheets of paper. Tape sheets together (on wrong side) before beginning to wrap both



One Diagonal Tying for Unusual Shapes. 1. Hold short end of ribbon at upper left of box with your thumb. 2. Carry ribbon across box, down side, under corner, up side, across top, under end up to starting point. Cut and tie in single knot. 3. For extra security, do not pull ribbon as above but bring it straight across box the short way, then cut and tie. 4. For

double diagonal follow steps above but do not cut end of ribbon. Instead, tie it, then repeat the diagonal tying in reverse direction. (Data courtesy Dennison)

Double diagonal follow steps above but do not cut end of ribbon. Instead, tie it, then repeat the diagonal tying in reverse direction. (Data courtesy Dennison)



Here's How To Tie a Rosette, or Pom-pom Bow. 1. Make loops of ribbon, twisting each at the center to keep right side turned out. 2. When four or more loops

are made, fasten by winding thread tightly around the middle. 3. Make second bow same way and tie with

ribbon at right angles across the first. 4. Spread the loops to make a full, fluffy bow. (Data courtesy Marcross)



Here's How To Fasten the Bow to the Package. 1. You can tie the bow in place, using either the end of the tying ribbon (above) or by using a narrow piece of ribbon or special wire. Slip this under the tying ribbon and tie the bow on with a firm knot. 2. Use a single double bow when extra packages must be wrapped quickly. Tie the ribbon in the regular way but arrange it so that

one end is three times as long as the other and the shorter one is long enough (usually about six inches) to make one loop and one end. Fasten the tying with a single knot and make a loop of the long end, bringing the end beyond the knot the desired length for the end of the finished bow. 3. Now bring the looped end across the knot to make a loop the same length as the end.

4. Holding the loops with the left hand, tie the original shorter end into a tight bowknot of one loop and one end. Cellulose tape may be used to fasten bows on package. Double short pieces of tape through the middle, sticky side out and, with the fold toward the outside, stick to the bow and to the package. Use two folds of tape for each bow. (Data courtesy Dennison.)

Leo Shallenberger of El Paso, Tex., turned a trade-in headache into a profitable sideline which now produces

\$400 a Month in Washer Rentals

WE always have between 45 and 50 washers out on rental," says Leo Shallenberger. "They produce a monthly income of between \$400 and \$450, and this, together with our service department, pays 75 percent of our entire overhead."

But dollars and cents profit is only one reason Shallenberger likes the rental business.

"Rental customers are in once a month to pay the rental charge, and when they need some other appliance we have the first chance at selling them."

Perhaps even more important, the rental business has solved a serious trade-in problem for Leo's Appliances.

Neither wholesaling trades at an average of \$7.50 apiece or rebuilding an occasional one for resale appeared to be a solution to the mounting tide of trade faced by Shallenberger. Instead, he decided to use the standby time of his two servicemen to rebuild the best of the trade-ins for use as rental units.

"It costs us \$40 to rebuild a washer because all units must be put in top condition. It wouldn't pay us to put a unit out on rental if it cost us more to service it than the rental charge would produce. And a machine in poor condition would hurt our reputation."

"Actually, we sell a good percentage of the rebuilt units to customers seeking a good used washer. But the majority go into rental service first."

Surprisingly, however, few renters who decided to buy a washer are interested in buying a rental machine. "Twenty-five percent of our renters do buy—but they buy a new machine."

The rental units are sold to people who came to Leo's looking for a good used washer. Many of these people are skeptical—either of used appliances in general or of Leo's prices on his rebuilds. To convince them, he offers to rent them the machine and apply the first month's rental to the purchase price. "We never miss one of those sales." *End*



Although she's signing a contract to rent a washer, chances are good that this El Paso housewife will eventually

buy a new machine from dealer Leo Shallenberger. Twenty-five percent of renters eventually become purchasers.



Secret of successful rental operation, says Shallenberger, is to completely recondition washer before it is sent

out. Otherwise service costs eat up rental fees and store's reputation for reliable merchandise is damaged.

Here's How Leo's Makes Money on Rentals

Cost of unit (1952 Whirlpool automatic)

Initial cost	(although an allowance of \$90 was made against purchase of a Whirlpool Mark VII selling at \$399.95, the entire trade-in allowance is charged against the new sale)	
Rebuilding	Work in Leo's shop	\$35
	Baked enamel repaint job	\$5
		\$40
Total Cost		\$40

Income from unit

Four months rental @ \$9 a month	\$36
Resale as used washer after rental period	\$99.95
Total Income	\$135.95

Net **\$95.95**

Note: If renter decides to purchase unit she is renting, Leo's allows one month's rent toward purchase price. If renter purchases new washer, Leo's allows three month's rental toward purchase price, since sale is clean and does not involve a trade-in.

This Is The House That Service Built

Dealer Chic Myers handles 25,000 service calls a year on a break-even basis because he regards his reputation for good service as the cornerstone of a merchandising program which last year enabled him to sell 4000 sets at list price

CHIC MYERS is perfectly happy to merely break-even on his 16-man service operation which last year handled over 25,000 calls.

The Phoenix, Ariz., dealer feels that way because his reputation for service is the cornerstone in a TV merchandising policy which enabled his House of Television to sell 4000 sets last year—all on a list price basis.

Myers does the biggest television business in Arizona, with volume last year just over the \$480,000 mark. Last year, service calls hit the 25,000 mark, and they are expected to increase by one-fourth as much during 1959.

Doing such an impressive volume without profit-killing discounts and "cut-price appeal" is principally a matter of service and service reputation, says Myers. All of his TV volume, sold by seven salesmen, is done on a list-price basis, with trade-in allowances held below the \$50 mark except for occasional "specials", when carload or trailer-load purchases make it possible to boost allowances as high as \$100. It's a neat, clean operation, which stems entirely from the fact that Myers is willing to "break even" on the big, 1,500 square foot service department, and let the resulting good will sell sets.

Rentals Set a Pattern

A strange quirk of fate actually put Myers on the track of his present TV volume. Back in 1949, TV was new to the Arizona city, and it took home demonstration to make sales. Demonstrations built Myers' volume to around 40 sets a

month during his first year of operation, enough so that he decided to become a TV specialist. But in the fall of 1949, Myers grew weary of the ceaseless load of demonstrations which he was forced to handle, and hit on the idea of renting the set instead. He made this choice because of the huge transient population which Phoenix has—people who come down for the winter months, tourists who stay only a few weeks, etc. Myers brought an abrupt halt to his former home demonstration plan, and instead offered prospects the chance to rent a set for \$10 a week, the rental to apply to the purchase after the first week.

It was nearly three years before any other dealer in the Phoenix area woke up to what the rental system was doing for Myers, and by that time, Myers had between 150 and 175 television sets "out on the job", at least 85 percent of them representing the solid footing for a future sale.

Poor Location?

Until Myers got the rental program underway, few people knew of the existence of the store, even though a modest amount of newspaper advertising was being used. Located in a district of the city far away from the residential areas, and devoted primarily to automobile dealerships, garages, etc., the Myers store was relatively difficult to reach, and certainly unsung. The rental program, however, changed all that, convinced Myers that he was well off "right where he was". That his conviction was correct is shown by the

fact that Myers had expanded three times in ten years, his last store directly across the street from the first, and occupying more than 15,000 square feet of space. Currently, he takes up around one-third of a city block, with the "interim store" built second, immediately to the right.

Loyalty from Service

As the combination of rentals and a good, effective newspaper advertising program which boosted his TV volume to the 1,000 set-per-year mark, Myers began looking into the future. His relatively short experience with television had convinced him that if there was any one factor which would sway a television prospect's loyalty, it was service. Consequently, from the outset, the Phoenix TV retailer has made it a rule to maintain service capacity well above anything in the city, and to maintain a reputation for swift, reliable service at a "budget price". His service rates, originally \$4 a call, and later increased to \$5 per call, are thoroughly attractive to the public, in line with any in the city, and thus responsible for a volume of calls which is so heavy that the store must regularly turn down 15 to 30 calls a day.

A one-week exchange policy, which has been in effect ever since Myers began renting his first set, is just about as important, too, Myers believes. Although few people take advantage of this even in buying used sets, the offer has a magical effect on the customer who is buying his first television set and is worried as to whether he will get his money's worth.

Selling Newcomers

Myers is solidly sold on "brand appeal" and unlike many other major TV retailers he has deliberately diversified his brands appeal to cover no less than 14. "We advertise, display, and service 14 makes," Myers says. "But we sell 80 percent of



TELEVISION

RECORDS



our volume in four brands. Brand appeal is the thing which brings a lot of new prospects in, particularly people moving into Phoenix from the east coast, the northeastern states, etc., who are sound believers in a brand common in their area. When they find that we carry it, we get first crack at selling them."

Probably a full third of Myers sales are to newcomers arriving to live in Phoenix, at a rate which the Chamber of Commerce says amounts to 2,500 per month. These newcomers are attracted by Myers' rental service, newspaper, radio and TV advertising, plus the service department's reputation. *End*



Service department is showplace of Myers' new store. Customers are invited to inspect the air-conditioned service facilities, come away impressed with the six fully equipped

work "stalls" like this one. Each bench has fluorescent light recessed in work surface to provide glareless light directed to areas where servicemen need it.



In remodeling old lumberyard into modern store, Myers converted a storage shed into a covered driveway which has become outlet

for used TV sets. Customers can sit in their cars and choose set they're interested in; sets turned away from drive have been sold.

The House Within The House



Effective identification of new record department with the store itself has been achieved by Myers. He built separate record studio within the main showroom, calls it the House of Records to tie-in with store's House of Television name.

The House of Television is more than that alone, since Myers has added appliances and, most recently, records to his store.

In entering the latter field in 1958, Myers managed to build identification between his firm name and the new record department by building a completely separated "House of Records" within the "House of Television" store.

The "House of Records" is a studio which has a quaint cottage exterior and a roofed-over entry. Two broad, double-paned windows give a soundproof look to the studio, and create the sort of curiosity which brings interested prospects in.

In a space of 30 x 20 feet, the House of Records displays a stock of 5,000 records, one of the largest in Phoenix, with the emphasis on long-play "good music", a minimum number of 45 rpm singles, and plenty of albums for the serious-minded music lover. In building so large a stock and putting the department in the hands of Tony Anthony, a veteran of a dozen years of record merchandising in Hollywood, Myers has built the sort of appeal which will pull customers steadily into his off-beat location.

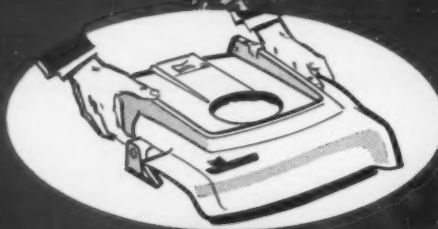
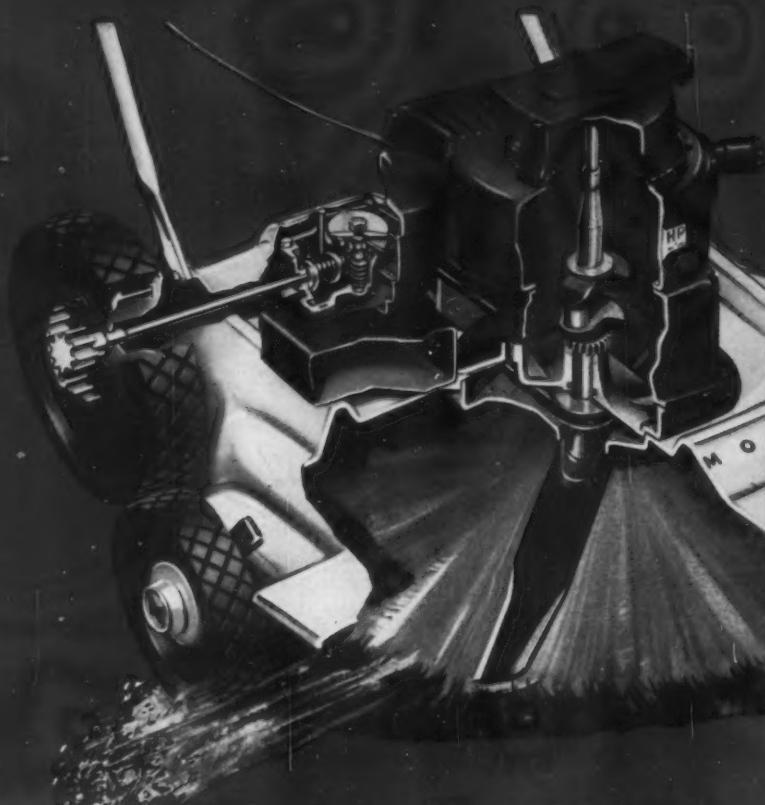
Outstanding in the House of Records is

the unique demonstration fixture, custom-built to Myers' order. This has four "listening stations" at four points around the table, each equipped with head sets, and a three-speed, simply-operated phonograph player. Instead of stepping into booths, or simply blaring out the music from table top phonographs, record customers listen through ear phones—without interfering with each other in the least. "People enjoy using them," Myers says. "Everyone who does feels like a disk jockey, since the table has been deliberately made up to look like a radio station's turn table equipment."

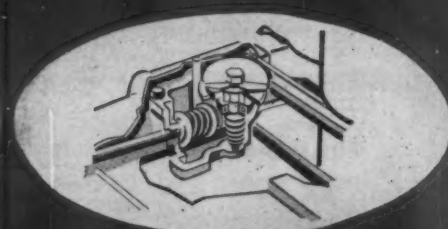
The only exception to "earphoned" music in this way is the constant demonstration of stereo phonographs which line two walls of the House of Records. Speakers built in pairs, along an overhead enclosure above each phonograph are located so that prospects seated on comfortable couches, in front, can relax, listen to balanced tone, and "enjoy themselves". Since its initial introduction, stereo music has sold so sensationally that Myers is planning to convert a second story, over his big new showroom, into separate, soundproof studios for exclusive stereophonic demonstrations.



YOU—Mr. DEALER, CAN SELL AT A PROFIT IN 1960 WHEN



EXTRA STRONG DECK—The deck is made of cast aluminum and is reinforced with ribbing for added strength. Extra reinforcement in wheel mounting area.



SILENT GEAR TRANSMISSION—A Moto-Mower automatic shifted feature. Positive gear engagement, slip-free shippage, smooth power transfer. Completely enclosed drive train. Proven over thousands of hours of rugged field performance.

A 4-Star Program to help you SELL...

★ **A LONG PROFIT MARGIN**—up to 33% all year around... the kind you need for a successful, money-making power mower operation.

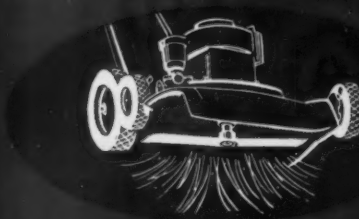
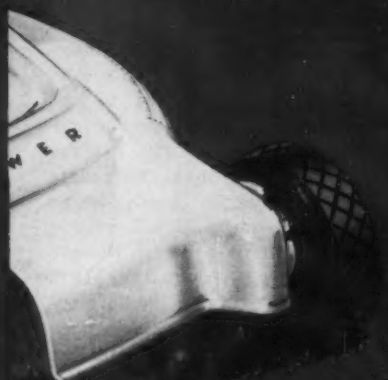
★ **SENSATIONAL DEMONSTRATOR PLAN**—deluxe model demonstrators at a low, low price—38% off list—with your Early Buy order. A sure-fire profit builder.

★ **EXTRA EARLY BUY DISCOUNT**—an extra 3% bonus for placing your Moto-Mower order early. Another opportunity for profit.

★ **SALES-ASSURANCE PROGRAM**—sensational plan that gives you special protection—makes Moto-Mower your sales partner on 50 percent of your Early Buy order.

POWER MOWERS YOU SELL MOTO-MOWER!

QUALITY WHERE IT COUNTS MOST!
BUILT TO RIGID AUTOMOTIVE QUALITY
STANDARDS



VACU-KNOW BLADE—Designed to really hit the grass and cut it cleanly. Blade design creates a positive discharge and assures smooth distribution of clippings without unsightly clumps. And Moto-Mower's blade is hardened for maximum life and cutting ability.

at a **PROFIT!**

PLUS—

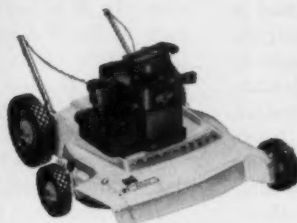
Nationwide Service Program to back you up after the sale. The Sales Tools you need . . . indoor and outdoor displays, sales literature, merchandising helps. National Advertising specially planned to reach and presell 8 out of 10 of your prospects.

A powerful statement! You bet it is.

Forgetting all advertising "smooth-talk", you can make money in the power mower business . . . IF . . . YOU . . . WORK . . . FOR . . . IT! And Moto-Mower has the product, the margin and the merchandising support to make your work worthwhile.

1960 will be a year of decision for many suppliers . . . and for many dealers. Moto-Mower, Inc. has the finances, the manufacturing facilities, the engineering know-how . . . plus the GUTS . . . to stay in this business.

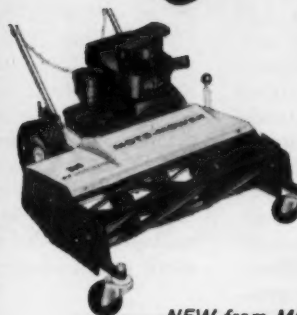
Mr. Dealer, our 1960 program is hardhitting. Our product line is competitively priced. If you are as serious as we are about staying in and growing with this fine industry, we suggest you see for yourself the 1960 Moto-Mower program. It is loaded with profit opportunity.



6 PERFORMANCE-PROVEN ROTARY MOWERS—Transmission-propelled and standard types with brilliant extra value features, priced from \$54.95 up (retail). Each one is Moto-Mower quality-engineered every inch.



2 DISTINCTIVE RIDING ROTARIES—Deluxe and Super 24" models that are the class of the field. Deluxe Roto-Ride features Moto-Mower's famous Roller Traction Drive and new Console Control Panel.



3 OUTSTANDING REEL MOWERS—Micro-precision 22" Trimmer Reel designed to cut all types of grasses with professional results. Also available are fine quality 20" and 18" Super Reels, starting at \$99.95 list.

NEW from MOTO-MOWER

SNOW-THROWER with reversible ejection chute. Eliminates strenuous shoveling, handles heavy, packed snow with ease.

DELUXE ROTARY TILLER—a tremendous product, loaded with features. Rugged, sturdy. Workhorse of all tillers. Also available in Super model. Every garden plot owner a prospect.

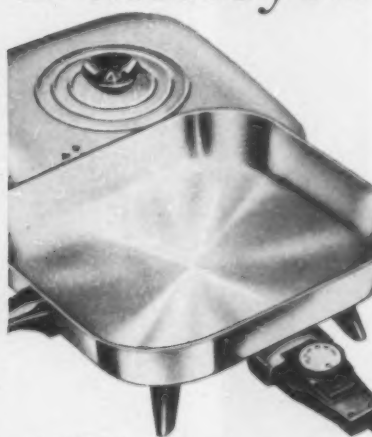
EDGER-TRIMMER—precision built to give a clean, close trim to lawn edges and borders. Many convenience and safety features.



MOTO-MOWER, Inc.
RICHMOND, INDIANA
SUBSIDIARY OF DURA CORPORATION
(Formerly Detroit Harvester Company)

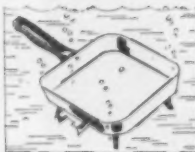


I love
to sizzle
on a
Dormeyer



And sizzling is just the start! The Dormeyer Deluxe Fri-Way Skillet fries, cooks, braises, bakes, stews, even casseroles! Exclusive heat control helps you turn out deliciously-perfect meals. And—joy—entire unit is completely immersible for thorough washing! (High dome vented cover included.)

Remove control!
Easy to wash
under water
as a spoon!



Dormeyer Deep-Fry Sauce Pan for cooking fried foods, stewing, casseroles, and all sauce pan cooking. Big 4 quart capacity. Washes easily under water. Probe control, deep-fry basket and vented cover included.

Dormeyer
Dormeyer Corporation, Chicago 10, Ill.

PROMOTIONS YOU CAN USE

STORY STARTS ON PAGE 49

for the second week in July. One reason is the guarantee of good weather at that time in Boise. Another is, says Fisher, the slowdown in normal appliance activity at that time, not because of lack of need, or lack of money, but a general lethargy and inertia that comes with the beginning of summer.

Available merchandise. Many parking lot sales are held to move overstocks, end of model stock, special purchases. Fisher, however, has a more valuable opportunity. His sale is timed to come just after he has completed exchanging the appliances in the Boise schools' home economics departments for new models. The appliances he has taken back become his big and very acceptable "special priced merchandise." By having those, Fisher can keep his G-E line at regular prices and sell up.

Drama. It doesn't take a mass merchant's advertising agency to mastermind the average dealer's parking lot sale, but it does require some imagination put into practice.

Fisher puts up a big sign over the 75 by 150-ft. parking lot. Strings of yellow lights and groups of floods make the lot a pleasant place for prospects and salesmen to get acquainted and to share a mutual interest in appliances. About 35 major appliances are put out in the lot, some crated, some uncrated. The people who come down for bargains find the appliances displayed in that atmosphere, although the majority of prospects end up by going into the store where most sales are made.

Believing that what Boise needs is a good 5-cent hotdog, Ernie Fisher provides them and they move in tremendous quantities. They do much to make many families go down to Terry's as a pleasant evening excursion—with the exposure to appliances resulting in a percentage of immediate sales as well as over the long run.

Each year, a novelty is used to give the parking lot sale a special talking point. In 1958, the store mailed out "subpoenas" asking the recipient to show cause why they shouldn't appear and take part in the sale. In 1959, Fisher made a special purchase of sport shirts,

featured them at \$1.33 in his advertising, pointing out that Terry's personnel was selling the shirts off their backs. The salesmen appeared on a pre-sale TV spot attired in the shirts, plus beachcomber pants and straw hats. During the sale the staff wore bermuda shorts.

• **Incentive.** As all merchandise for sale during the parking lot promotion carries normal markup—even the appliances from the schools—Terry's salesmen receive their full commissions. In addition, Fisher offers each a \$50 bonus for meeting the \$5,000 quota. G-E offered a night on the town for meeting 80 percent of the total quota.

The parking lot sale in 1959 was advertised with a TV spot the night before, a full page advertisement on the morning of the first day, 1/2-page advertisements to follow up, plus a saturation radio spot campaign.

• Variations You Can Try

1. Your parking lot is ideal for an annual clearance of used appliances and repossessions. Lends itself to a variety of promotional themes—"Acceptance of our new models has overloaded us with good used trade-ins, etc."—"When You Gotta Go—and These Have to!"—"Friendship Sale—these used appliances have been around here like good friends, but we must part."

2. You can hold a "2-year Sale" as soon as you are full stocked with new models. For example, when '60 models are in stock and good buys are avail-

APPLIANCE
SALE



"I'M AS GOOD A SALESMAN AS I WAS TWENTY YEARS AGO. BARELY MADE A LIVING THEN EITHER."

able in '59's, put the '59's in the parking lot for a special promotion. Has advantage of keeping normal price level on both years' merchandise.

3. Offer your parking lot to local groups for exhibitions and displays. Local art groups are currently going through "outdoor show" fad. Scouts need a display area during Scout Week. Offer 4-H and FFA youths place to show locally what they prepared for county fair.

YOU CAN . . .

Go "Crazy" To Get Mass Response

• **Your Target**—Heavy volume of traffic with objective of skimming buyers from the mass.

• **Where You Can Do It**—Any where people respond to the carnival spirit, where "promotional" stores compete. Not for the class merchant, the sedate neighborhood, or for a dealer with large personal following.

• **How It Has Been Done**—"new, large refrigerators, \$10.," "\$9.95 for a new, \$129.95 electric organ," and similar prices not far above the usual sales tax on such merchandise.

These prices were the featured draw for the "Krazy Daze Sale" which brought nearly 50,000 adults and more thousands of kids to Bob Leonard's International, El Segundo, Calif.

The prices quoted were for real. But the quantities were limited. Each visitor received a numbered card on entering the giant store set close to the Los Angeles airport. At intervals during the sale, a drawing was held. The lucky number had a chance at the new appliance, organ, TV or other listed item at the advertised "krazy" price.

All store personnel wore "krazy" costumes. Radio spots, full pages in five newspapers, plus 250,000 newspaper sheet-size circulars were used to promote the Krazy Daze Sale. Sales in every one of the store's 16 departments soared to new heights as the buying spirit inevitably reached most visitors. Special police were needed to control auto traffic and to prevent panic inside when the public address system announced "spot specials."

• **Variations You Can Try**—In a medium size promotional store, put the "krazy" label on the boss—have the salesmen sign the advertising declaring

Continued on page 74



ADVERTISED IN
LIFE

... Ads like this will help you sell

This ad appeared as part of a special 32-page "Live Better Electrically" section in the September 14 issue of Life magazine. This special supplement was the largest single advertising effort in Life's 23-year history.

In addition to Life's 15-million circulation, an additional 4-million copies are being mailed by electric power companies to their subscribers.

*Interest in electric home heating
... the key to truly all-electric
living... is at an all-time high.
Can you tie in?*

Today... Fill out and mail the coupon below. Find out how you may become a Chromalox Residential Heating Dealer.

Capitalize on this special Life promotion... and join the new Chromalox "Dollars for Dealers" Sales Campaign just starting. Big cash bonus awards.

WE WILL GIVE YOU SOLID SUPPORT. The ad shown here is just one sample of the strong Chromalox national promotion to builders, architects, and consumers. Not just advertising, but a complete dealer-help package... direct mail, literature, newspaper ad mats, radio and TV commercials, mobiles, banners, movies, counter displays, home demonstration kits, model home signs... some items free, some co-op.

Get details... fill out and mail the coupon.

CHROMALOX Electric Baseboard Heating

No Drafts! No Dirt! No Furnace! No Ducts!

Save the cost of furnace, ducts, pipes, chimney—and enjoy modern, controlled comfort at its best. *Chromalox* electric baseboard units heat your whole home... yet you can adjust the heat separately for each room. And housework is much easier. There is no dirt or dust... and no fumes... with clean electric heat.

Chromalox Electric Baseboard Heating is economical to install and operate. Put smart-looking baseboards under windows and along cold outside walls... in new homes and old. They're the perfect answer for added rooms.

Automatic electric heating is so economical and safe that it's also the sole heating system for many of today's schools. And the name *Chromalox* gives you the assurance of dealing with the world's largest manufacturer of electrical heating equipment for home and industry.

FREE BOOKLET tells all you want to know. Just tell us whether you're interested in a new home or remodeling. Write today.



CHROMALOX
EDWIN L. WIEGAND COMPANY
7525 Thomas Boulevard • Pittsburgh 8, Pa.

Edwin L. Wiegand Company
7525 Thomas Boulevard
Pittsburgh 8, Pennsylvania

Send me more information on your program for Chromalox Residential Electric Heating Dealers.

☐ I am an appliance dealer with _____ employees.

☐ I am an electrical contractor with _____ employees.

Showroom facilities Yes ☐ No ☐

Name _____

Company Name _____

Address _____

City _____ Zone _____ State _____



THE PAINE COMPANY, quality manufacturer of metal specialties for the building industry.



EUGENE C. HALL,
General Manager of
The Paine Company.



A NATIONAL "31" MACHINE maintains a current, accurate sales picture for this midwestern manufacturer.

"Our *National* Accounting System
saves us \$7,800 a year...
returns us 108% annually on our investment!"

—The Paine Company, Addison, Ill.

"Our National System has cut our office payroll in half and greatly reduced our bookkeeping time," writes Eugene C. Hall, General Manager of The Paine Company. "Thanks to the many time-saving features our Nationals provide, sales analysis records which are very important to our business can be kept efficiently and up-to-date."

"Under our old method, each invoice had to be posted separately to the customer's statement, the ledger and salesman's commission record. Our National System permits this to be done in one simultaneous operation. Our Nationals are also helpful in keeping us supplied

with current business information. Because of this, we are able to efficiently produce monthly and quarterly analysis records reflecting sales by customer for each product line.

"We advise any manager seeking to improve the efficiency of his business, to carefully check the advantages of National. Our National System saves us \$7800 a year... returns 108% to us annually on our investment."

General Manager, The Paine Company

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES • 75 YEARS OF HELPING BUSINESS SAVE MONEY

Your business, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit. National's world-wide service organization will protect this profit.



*TRADE MARK REG. U. S. PAT. OFF.

National*

ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS

NCR PAPER (NO CARBON REQUIRED)

NEW MAYTAG WITH T.B.I. (TIMED BLEACH INJECTION)



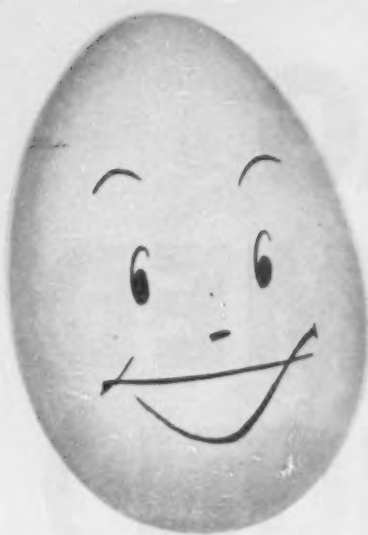
This new Maytag Automatic with **T.B.I.** takes the worry, work and mistakes out of bleaching — makes hand-bleaching old-fashioned. **T.B.I.** — Timed Bleach Injection — means bleach is added to wash water at ex-

actly the right time in exactly the right strength. Maytag with **T.B.I.** lives up to the promise of whiter washes than ever before possible — a mighty potent appeal to women.

The Maytag Company, Newton, Iowa.

Another demonstrably better feature from ...

MAYTAG



I love
to get
boiled
in a
Dormeyer

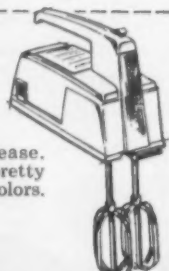


Handiest appliance ever is the Dormeyer Hurri-Hot. It warms, heats, boils—and in a hurry! Ideal for eggs, soups, gravies, instant tea, coffee, baby's bottle. For home, office, vacations. Chrome finish. 4-cup capacity. Egg rack and cover included.

Removable aluminum egg rack makes boiled eggs easy to handle.



Dormeyer's light-weight portable mixer does any job a larger mixer can do. Detachable cord, automatic beater release. Lifetime finish in pretty kitchen-matched colors.



Dormeyer
Dormeyer Corporation, Chicago 30, Ill.

PROMOTIONS YOU CAN USE

STORY STARTS ON PAGE 49

the boss crazy for overbuying (a particular line, model, or at that season). The employees are making the crazy boss sell some at crazy prices. Put the boss in Napoleon costume, or in corner with dunce cap. Door tickets are numbered. Periodically, a drawing selects a visitor, gives him a chance to deal with the crazy boss at crazy prices. Number of items to go at half price (the boss is only half there so he sells at half price) would depend on size of store. In advertising and on floor, products are featured at *sensible* (sane) low prices.

YOU CAN . . .

Run an "Election" In Your Store

• **Your Target**—Special community groups directly, plus word of mouth advertising spread through the market by these groups.

• **Where You Can Do It**—Cities of 15,000 to 150,000, suburban communities with strong community organizations, small towns that center big agricultural areas.

• **How It Has Been Done**—"Mother of the Year" was the handle on which Urner's, Bakersfield, Calif., tied one of the most successful promotions in the store's 40-year history.

Aiming at the many hundreds of women active in club groups—social, church, fraternal, etc.—brothers Dave and Phil Urner offered a dishwasher and disposer installed to the woman who would be selected by these groups as Bakersfield's "Mother of the Year." The winner would be the woman nominated by one of the groups who received the most points. A point represented one dollar spent for merchandise at Urner's store.

To develop the promotion, the Urners prepared a brochure for distribution to every women's organization in the market area. Then each brother made personal appearances at the meetings of those groups so that plan could be explained.

Twenty-five organizations nominated a member for the contest. Then most members not only took their business to Urner's, but they spent much time

encouraging relatives, neighbors, and friends to trade at Urner's and credit the dollars spent to the nominee.

After the contest was underway, Urner's gave it a boost by running newspaper advertisements with coupons good for 10 points. This started the more alert women scurrying around their neighborhoods collecting newspapers for the coupons which they could take to Urner's and credit to their choice. In doing so, they brought invaluable word of mouth advertising about Urner's, what the store sold, and the community service the brothers were performing.

• Variations You Can Try—

1. Select the "Public Service Club of the Year" by having all groups, men and women, enter their best project. Use the same point procedure for selection—or get the public to make the selection through a similar point system. Prize would be a cash donation to the winning club.

2. Selecting the "Father of the Year" using men's groups, service and fraternal, could be tested for potential—men's suspicion of "commercialization" requires caution in approaching this version.



YOU CAN . . .

Work with 4-H & FFA To Promote Freezers

• **Your Target**—Refrigerator-freezer business combined with public service through support of local youth organizations.

• **Where You Can Do It**—All market areas with 4-H Clubs or Future Farmers of America organizations.

• **How It Has Been Done**—The Madera Furniture Co., Madera, Calif., sold 20 deluxe refrigerator-freezer combinations by putting a new twist on an old idea. The basic idea: the offer of a freezer compartment full of meat with the purchase of the appliance. The new twist: using meat from prize beef and lambs raised by members of local 4-H and FFA clubs.

Owner Bud Kline bought three beef and four lambs at the nearby Chowchilla Fair, making arrangements in advance with the 4-H Clubs and the Future Farmers. He received acknowledgment at the fair when the purchases of the young peoples' animals were announced to thousands. He received permission to display the clubs' emblems in his advertising—positive guarantee of both readership and enviable public relations at Kline's location which near the center of the nation's wealthiest agricultural area.

In cooperation with the Philco distributor, Madera Furniture used the 3-col. by full page advertisements headed by the 4-H and FFA emblems (shown on this page) and a statement about the purchase of the meat from the clubs' members. Then Kline offered the prize meat, cut, wrapped and frozen to his customers—with the purchase of one of three models of refrigerator-freezers. A double-door model would have the freezer compartment filled with 118 pounds of beef and lamb; a smaller double door model carried 70 pounds; a single door leader brought 49 pounds of the choice meat. Only the leader model carried a price in the advertising—and that only the monthly payment, \$9.50.

The meat averaged Kline 50¢ a pound cut, wrapped and frozen. It had a legitimate promotional value as "worth \$1.00 a pound"—many food stores feature the show meat at well above that price. So, with the deluxe model, the purchaser got 128 pounds of meat—the cost to Kline, about \$64. However, on these sales he took no trades except at his appraisal value which figured reconditioning and reselling at a profit.

The immediate return in profit through quick sale of more than \$9,000 worth of refrigerators was only part of the promotional value. The good will and word of mouth advertising that accrued to Madera Furniture cannot be evaluated.

Continued on page 76

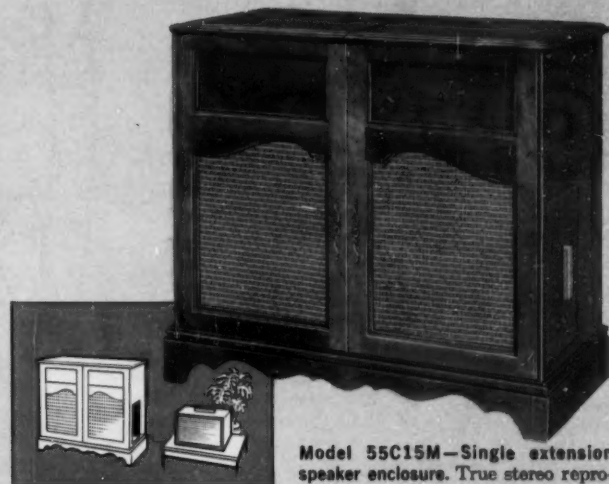
SYLVANIA

all new CHANNEL 3 stereo

Exclusive new concept in 3-channel Stereo with versatility that's unique in features and sales appeal



Model 45C16M—3-channel extension speaker enclosures. Best stereo feature yet. 3-channel reproduction plus flexible room arrangement with two-cabinet mounted speaker enclosures which simply pull out for optimum stereo placement. Full 40-watt dual amplifier. Available with AM-FM and simulcast in Model 4706.



Model 55C15M—Single extension speaker enclosure. True stereo reproduction with increased compactness. Features AM-FM tuner ready for Simulcast operation. 40-watt dual channel amplifier. 12" and 8" speakers in center channel—6" and 3" speakers built into left channel and extension enclosure.



Model 45C13—with stereo extension speaker enclosure. Combines maximum stereo compactness and economy. Can be used as a self-contained stereo. For wider separation the matching stereo extension enclosure can be removed from the basic cabinet and placed independently. 8" and 3" speakers in basic enclosure. 6" and 3" in extension unit. 20-watt dual amplifier. Available with AM-FM tuner. Model 55C13.



Model 45C14—New modular design. Completely new dual speaker system. Left-hand speaker cabinet incorporates record changer and 10" and 3" speakers. Right-hand enclosure has 6" and 3" speakers. Can be used as an integral unit, or right-hand enclosure can be placed separately for wider stereo effect. Enclosure base doubles as an attractive table. Include record storage space. Available in blonde, mahogany, or walnut finishes. 20-watt dual amplifier.

SYLVANIA GENERAL SYSTEM
Subsidiary of
GENERAL TELEPHONE & ELECTRONICS

You get *SO MUCH MORE* with **FLEX-VENT®**

THE COMPLETE CLOTHES DRYER VENTING LINE



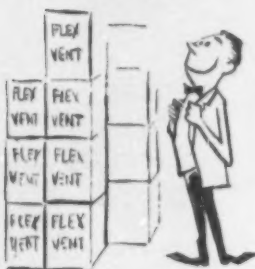
MORE SALES...

With the complete Flex-Vent line you can vent any dryer in any type of installation.



MORE PROFIT...

Automatic profit with each dryer sold.



MORE STORAGE ROOM...

Flex-Vent has the smallest and easiest to stack kits and bulk cartons in the industry requiring only half the ordinary space.



MORE COMPLETE...

The complete Flex-Vent line includes vent hoods; white flameproof flexible tubing; aluminum and transparent window plates; clamps; accessories, etc.



MORE CUSTOMER SATISFACTION...

The quality Flex-Vent line is built 100% by the world's largest manufacturer of flexible tubing. Flex-Vent is approved by leading dryer manufacturers.

Flex-Vent is stocked by hundreds of appliance distributors and parts jobbers across the country. For names of those nearest you, phone, wire or write directly to us at Dept. 80.

Flexible Tubing

CORPORATION

Guilford, Connecticut • Anaheim, California
Hillside, Illinois • Dallas, Texas

Associate Member of American Home Laundry Manufacturer's Association
Associate Member of The Appliance Parts Jobber's Association

PROMOTIONS YOU CAN USE

STORY STARTS ON PAGE 49

•Variations You Can Try—

1. Vary Madera Furniture's program by offering the quantities of prize meat in exchange for the purchaser's old refrigerator when traded toward refrigerator-freezer combinations.

2. Make your store available for periodic displays of 4-H and FFA girls' products—food, sewing, etc. Offer small appliances as the prizes.

3. Offer your store facilities for 4-H and FFA home economics groups, letting them organize cooking or laundry schools for which you obtain the utility or distributor's home economist. Timely topic for the coming winter—be the first to offer these groups schooling in handling wash and wear fabrics.

It offered a 2-lb. heart-shaped box of candy to every bride-to-be and to every new bride who would come into the store with her fiancé or husband to register for the contest. To the oldest married couple to register, a 5-lb. Valentine Box of candy was offered—to the longest married couple, a 5-lb. box would go too.

During the week, 55 couples registered, and in almost every case, the "sweetheart pairs" were accompanied by friends or relatives who happened to be "in town" or "up town" with them. Thus, a pleasant and profitable increase in traffic for a dealership in the \$125,000 a year volume bracket.

Supplementing its newspaper advertising, Wittner's took publicity photos of couples registering, of the oldest and longest married couples, and of the contest winner with her prize of Wittner's "sweetheart pair," the dishwasher and disposer.

•Variations You Can Use—

1. For a week-long promotion preceding Mother's Day follow the Wittner pattern with gifts for youngest and oldest mothers, grandmothers with most grandchildren, etc. Use a portable dishwasher as contest prize.

2. For a week-long promotion preceding Father's Day, get all wives to register for their husbands (they influence the children's gift buying). Give an all-wave transistor portable as grand prize through drawing. Have wives register husbands' height and weight—have small prizes for shortest, tallest, lightest and heaviest fathers. Tie in with transistor portables, shavers, portable TV, etc. *End*

YOU CAN . . .

Make Special Promotions Out of Special Days

•Your Target—People honored by a special day.

•Where You Can Do It—Best in the intimacy of small cities, towns and those shopping areas covered by a local advertising medium.

•How It Has Been Done—As an antidote for the threadbare, if still workable, "give mother an electric curling iron for Mother's Day" type of tie-in with "peoples' days," the following is offered:

"Everyone Loves a Lover," and if the lovers can be made to turn some of their affection toward appliances and TV, it's fine with Wittner Appliances, Redding, Calif. To do so, Wittner's made Valentine's Day into a week-long promotion that stepped up its volume of dishwashers and disposers, built steady traffic and produced publicity photos and stories with high emotional appeal.

The store created a "sweetheart pair," the (G-E) dishwasher and disposer, and then sought the real life "sweetheart pairs" in the wide market area around the small city of Redding, to take part in a contest to receive an installed dishwasher and disposer.



"YOU MISUNDERSTOOD THOSE INSTRUCTIONS ABOUT WASHING THAT FRY PAN TOTALLY 'IMMERSED'!"

Radio Buyer

STORY STARTS ON PAGE 52

on domestic goods. What about Jap imports? Put in their proper perspective, the Japanese transistor portable offerings may or may not be important to you.

In the first place, relative to the Japanese goods, some of the industry hysteria of last year has waned. Estimates of Jap business are more confident, based on better research and better methodology.

Many leading U. S. makers are now downgrading the Japanese impact on the U. S. market. Some of this may be whistling in the dark, but here's the way most U. S. radio marketing men are now viewing the Jap picture.

• Unless you are in one of the leading 25 markets in the country, Japanese transistor radios are probably not important to you. Their distribution is concentrated in these markets. Further, they perform far better in metropolitan markets with strong radio signals than they do in the tougher signal areas.

• Japanese quality is "still the way it was . . . plenty of really good stuff, but also some mediocre and some bad stuff."

• "The impact is not as general as we thought. Jap sets do not penetrate equally through our mix. Their only really big volume items are in the \$29.95 shirt pocket size that we have a tough time making. Elsewhere they're not too bothersome. Our 4-transistor stuff outperforms their 6s, our 6s outdo their 8s. As they go up in size and price we can compete . . ."

• "Actually we're both doing well. Despite Jap sales U. S. home radio sales are steadily on the upgrade. They hit us in the portable growth area. What they actually did was create a new market which we either couldn't or wouldn't exploit. They got us off our duffs and showed us a new 2 million piece market. They stole it from under our noses. For the short run we'll join them (buy their goods); for the long run, we'll compete and beat them as we did the Germans . . ."

• Of all estimates of Japanese activity received, the high figure was an unqualified 4 million units to be sold at retail in 1959. Several other sources dug deeper and gave more detailed analysis. The low man estimates that the Japs will sell 1.5 million units

Continued on page 84

Will she see the 1960 Magic Chef on your floor?

*she will see it...**

- in Ladies' Home Journal
 - in McCall's
 - in Better Homes & Gardens, House Beautiful, Living, and Bride & Home.
- *in all, 138,451,217 times!



put a Touch of
Magic
in your sales today with
1960 Magic Chef Gas Ranges.

- * new Sculptured Styling
- * newest automatic features on any range — the MAGIC CONTROL CENTER with its fabulous calculator, the Dial-a-Magic Roasting Control
- * merchandising aids to tie in with extensive national adv. campaign
- * full profit margin for you!

write **MAGIC CHEF** *now!*



Cleveland, Tennessee

MORT FARR SAYS:

GECC HEL



**GENERAL  ELECTRIC
CREDIT CORPORATION**

Serving General Electric and Hotpoint dealers with Inventory and Time Sales Financing for over a quarter century.

Mort Farr, nationally known Upper Darby, Pennsylvania, dealer says, "I want my customers coming back—to make their monthly payments *in my store* and to purchase more appliances *from me*. GECC's dealer-oriented, customer-focused plans stimulate initial sales and provide a high percentage of repeat business."

PS YOU SELL



"My salesmen know that GECC makes it simple for us to 'close that sale.' GECC's Even-Dollar 'Sell-Up' program helps us make more top-of-the-line and combination sales. The many other flexible GECC sales arrangements and services provide what all appliance salesmen need today."

ELECTRICAL MERCHANDISING—OCTOBER, 1959



"GECC's streamlined procedures speed the paper work in my business. My office employees appreciate the efficient, prompt service and full cooperation of the GECC people. GECC's *complete* sales-financing service adds up to better customer relations...more sales...larger profits." *

PAGE 79

EXCLUSIVE, DRAMATIC OLYMPIC SELF-DEMONSTRATORS...

LIGHTS that SELL

EACH TURN OF SELECTOR DIAL LIGHTS UP ANOTHER OLYMPIC EXTRA FEATURE!
YOURS FOR MORE PROFITS IN ALL NEW DUAL CHANNEL COMBOS AND TOP STEREO HI-FI MODELS!

SELL NEW SIMULCAST RADIO

"Simulcast" lights up...
"AM", "FM" knobs light
too... to dial new Stereo
broadcasts!

SELL 30-WATT HAND WIRED POWER TRANSFORMER CHASSIS

Dual Channel Stereo Hi-Fi...
"Stereo" lights as
4-speed phono plays!



SELL SEPARATE HI-FI AM RADIO

The "AM" knob lights up
for multiple-speaker
radio!

SELL HI-FI TV WITH 3-D

In 6-way combos and de-
luxe TV table models and
consoles, the words
"High Fidelity" light up
on separate TV panel!

SELL SEPARATE BASS AND TREBLE CONTROLS

Individual bass, treble
and loudness slip-clutch
controls for each chan-
nel. Finer hi-fi sound!

SELL SEPARATE HI-FI FM RADIO

The "FM" knob lights up
for high fidelity broad-
casts! Ready for multi-
plexing tool!



THE STEREO PLAYHOUSE MODEL KD223
TV-Radio-Stereo Combination
with 6-Way Fun-All-In-One!

demonstrate it with lights... SIMULCAST RADIO

AM/FM Stereo Hi-Fi... big new "plus" in all Olympic dual
channel 6-way combos and top stereo models... gives
you bonus stereo sales appeal in all cities receiving or soon
to receive new wonderful stereo radio broadcasts!

BOTH WITH EXCLUSIVE STEREO SWITCHBOARD...
FOR STEREO ALL THROUGH THE HOUSE!



THE BURTON MODEL 7511
Dual Channel Stereo Hi-Fi... 4-Speed
Automatic Phono... AM/FM/Simulcast Radio

LIGHT UP SALES AND PROFITS! Turned on one by one, these demo
lights will sell, sell, SELL your new extra-profit Olympics! They make
each feature demonstration clear, easy, convincing. They spotlight

proof that customers can see, that Olympic wins TOP SCORE for
values! Another new demonstration from Olympic... of the indus-
try's most successful pricing-merchandising formula!

Our Silver Anniversary... YOUR PROFIT JUBILEE

Olympic

DIVISION OF THE SIEGLER CORPORATION

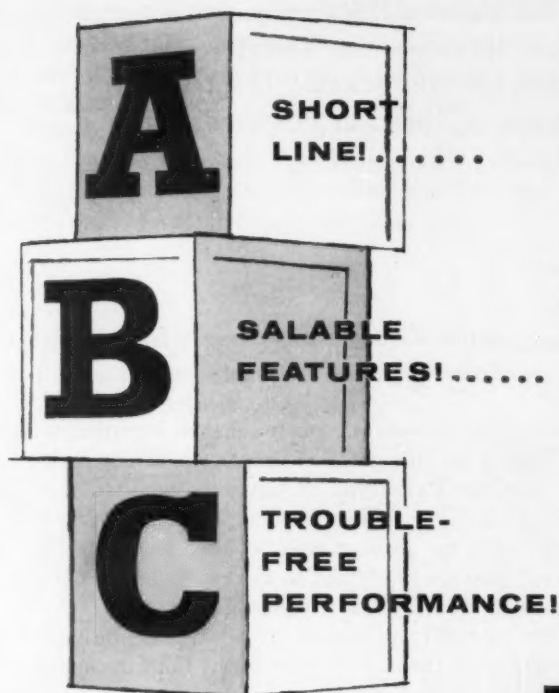
QUALITY
25
YEARS

ADVERTISED IN LIFE • LOOK • POST • HOUSE BEAUTIFUL • HOUSE & GARDEN • LIVING FOR YOUNG HOMEMAKERS • ESQUIRE • EBONY • N. Y. TIMES MAGAZINE • "SUNDAY" NEWSPAPER SUPPLEMENTS
Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leaders in 6-Way Stereo Combinations • Stereo Hi-Fi • Radios • Phonographs

announcing ABC's completely new 1960 home laundry line

ABC-o-matics

... with the answers
to your sales and
service problems



4 Basic Automatic Washers and 3 Basic Matching Dryers—Either Electric or Gas—Reduce Inventory Investment to a Minimum!

From the deluxe automatic washer with six cycles to the fully automatic washer at a price comparable with many top-of-the-line wringer washers ... to the completely new ABC line of wringer washers ... you can give every prospect the features she wants—at a price she wants to pay!

Deluxe Features In Every Model Mean Volume Sales Up and Down the Line!

Every washer in the ABC line has these big exclusives: Deep Turbulent Washing, Automatic Pre-Scrubbing and Deep Turbulent Rinsing. And each model has No Gears to Wear Out, Multi-Cycle Washing and Lint Filter, plus many other deluxe automatic features as well!

ABC Builds the Convenience In—Designs the Trouble Out!

Simple controls and gearless drive, plus the finest quality control program, assure complete customer satisfaction—keep your service calls to a bare minimum!

NEW 1960 ABC-O-MATIC WASHERS with easy-to-use controls get clothes far cleaner, yet do it so gently the most delicate fabrics—even modern wash-wear clothes—are perfectly safe.

NEW 1960 ABC-O-MATIC DRYERS dry clothes as fast as they are washed—and with complete safety. Special Wrinkle-Free Drying on all models.

SEE YOUR DISTRIBUTOR TODAY!

ABC
DIVISION
AMERICAN MOTORS CORPORATION
14250 Plymouth Road, Detroit 32, Michigan



Model AW92M Model ADE90M

How McGraw-Hill Circulation Policies Benefit Advertisers



This advertisement appeared recently in the business press of the publishing field signed by Nelson L. Bond, president of McGraw-Hill's publications division. Since Electrical Merchandising is part of the McGraw-Hill family, this message accurately describes our circulation policies. Therefore, we thought both our readers and advertisers would be interested in reading this brief statement of Electrical Merchandising's basic circulation philosophy.

Caswell Speare

PUBLISHER, ELECTRICAL MERCHANDISING

1.

Why does McGraw-Hill believe so strongly in paid circulation?

Fundamentally, because payment for a product represents the normal and natural way of doing business. Agencies sell their services, advertisers sell their products. The general magazines and newspapers of this country are sold, to subscribers or on newsstands. We're no different from these agencies, advertisers and other media. We simply share their belief in the cardinal rule, "If something has value it can be sold."

2.

Does paid circulation guarantee readership?

No. Payment for a subscription, however, certainly indicates an intent to read. The subscriber expresses this intent in the simplest and most universally recognized form—money. Having expressed it, he retains full freedom of choice. If he doesn't read the publication, he won't continue to pay for it.

Further evidence of readership of a publication by its paid subscribers is contained in a recent Laboratory of Advertising Performance study. (Laboratory of Advertising Performance Sheet 1195 will be sent on request.)

3.

Can paid circulation really provide "100% market coverage"?

No, especially if you interpret coverage as readership, not just receivership. We recognize that there are in every market a certain number of people who do not and will not read any publication; you can lead them to water but you can't make

them drink. Nobody is going to get their attention as readers.

There is another group of people who can be reached only by McGraw-Hill's type of vigorous, persistent circulation selling activity. By direct mail, our own field salesmen, and by issue cards, we uncover many of the "hidden buying influences" who are important to market coverage, but who are not listed in directories or registration rosters.

McGraw-Hill publications provide representative, selective circulation in the markets they serve. Both the quantity and the quality of the subscribers are identified by actual audit of paid transactions. This provides the advertiser with documented answers to two basic questions about the audience he is buying: "Who are these people?" "How many of them?"

4.

Does paid circulation guarantee "editorial quality"?

In our view, "editorial quality" is measured directly by the publication's usefulness to the reader. If the editorial content does not match his job interests, serve his needs, help solve his problems and compel his continuing attention, it is not of real use.

If it isn't useful, he will neither buy the publication nor read it.

Paid circulation means that we have accepted the challenge of placing our editorial services on the block. We have given every reader the option of deciding on the value of this editorial service to *him*. He casts his ballot, for or against, when he first subscribes and every time he comes up for renewal.

Editorial quality, or usefulness to the reader, thus is judged, not on a theoretical basis, but on the hard fact of a "sale" or "no-sale" decision by the publication's audience.

5.

Doesn't it cost more to sell subscriptions than to give them away?

It is possible that, on some publications, selling costs may temporarily exceed subscription income. Usually this is because of circulation growth factors involved in the sale of new subscriptions. However, the economics of paid circulation are not based on selling new subscriptions only, but on the lower cost of renewals as well.

For example, over the last ten years, McGraw-Hill publications have collected more than \$42,700,000 in subscription fees. The total of all expenses involved in the procurement (sales and collection) of these subscriptions amounted to just over \$34,700,000. This gave us a subscription sales margin of about \$8,000,000, plus the valuable privilege of mailing under second class postage rates. The subscriber, therefore, has shared in the costs of our publishing operation.

6.

Doesn't paid circulation mean that you have to accept all subscriptions, regardless of quality?

Not at all. Subscriptions are solicited and accepted only from people who meet the circulation *specifications* set by each publication. These standards are clearly defined, and can be examined by any interested advertiser or agency. These standards result in audiences of men who benefit from the publication's editorial contents and whose buying power benefits the advertiser.

We make clear in the masthead of each publication that we do not offer the publications to everyone who wants to subscribe. On the average, we decline about 20,000 subscriptions a year from people who, based on our specifications, would not benefit from receiving the publications. (Current listings of subscriptions recently declined are available on request.)

This, of course, is not the complete story. Intangible benefits accrue from circulation policies based on the sound initial premise that the subscriber must be served first. Although an integral part, paid circulation is certainly not the only ingredient of our publishing philosophy. We hope that this statement has been of value in clarifying our position on this vital part. If you have further questions, won't you please contact your local Electrical Merchandising representative? Or write directly to us.

In addition, the nature of our publications' editorial contents, and the subscription payments screen out people who do not meet circulation specifications.

7.

Is it true that some people don't pay for their own subscriptions?

In some cases, yes. A study of our subscribers shows that 17.3% of subscriptions are ordered and paid for by the company. Another 32.7% are paid for by the company, but requested by the individual. The remaining 50.0% are paid for by the individual subscriber himself. So, 82.7%* of the subscriptions are delivered on the request and initiative of the individual. As to the remaining 17.3%, the company that buys for its key employees undoubtedly makes sure of the usefulness of the publication—particularly since it has to be renewed periodically by the payment of company funds.

8.

What does paid circulation mean to the advertiser?

Many things. But most directly and most importantly it means more evidence, and better evidence, as to publication values. Namely:

- Evidence of active interest in the publication, as represented by payment for a subscription.
- Evidence, in the same tangible form, of an *intent* to read the publication.
- Evidence of editorial quality, as represented by the interest and intent referred to above.
- Evidence of the reader's true evaluation of the usefulness of the publication, as represented by payment for renewal subscriptions.
- Evidence of active circulation, as represented by subscriber action in correcting and keeping up-to-date circulation lists.

*Figures from Laboratory of Advertising Performance, Sheet 1114, will be sent on request.



McGraw-Hill

P U B L I C A T I O N S



McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 36, N. Y.

Sell the line that outsells all others

WITHOUT DISCOUNTING!

Crestwood, by Northern, is a top quality product priced to meet competition without cutting liberal profit margins. Here is truly an exceptional electric blanket value. This is the key to the amazing sales success of Crestwood Dealers and Distributors from coast to coast!

FROM
\$19⁹⁵
RETAIL

ADVERTISED IN
LIFE

MANAGEMENT OF AFFAIRS OF MONTANA
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN



Crestwood
"Custom Formed"
FULLY AUTOMATIC
ELECTRIC BLANKETS

your assurance of FULL PROFIT plus
increased electric blanket sales volume. Check your
inventory of the fast selling Crestwood line now
and order for peak selling season!

AVAILABLE ONLY THROUGH YOUR DISTRIBUTOR

WELL OVER 3,000,000
Northern
BUILT BLANKETS NOW IN USE!

NORTHERN ELECTRIC COMPANY

WORLD'S OLDEST AND LARGEST MANUFACTURER OF ELECTRIC BLANKETS AND HEATING PADS
5224 North Kedzie Avenue • Chicago 25, Illinois

**DOUBLE CHECK THESE IMPORTANT
Crestwood SELLING FEATURES—**

- EXCLUSIVE!—LUXURIOUS 80" WIDTH on dual control model . . . a full 8" wider than ordinary blankets!
- EXCLUSIVE!—sanifresh BACTERIA RESISTANT BINDINGS resist harmful germs, odors and bacteria!
- UNCONDITIONAL 2 YEAR GUARANTEE—liberally administered by Northern!
- FULLY AUTOMATIC CONTROLS compensate for room temperature changes!
- "Custom Formed" to neatly fit mattress—keep blanket firmly in place!
- COLORFULLY PACKAGED IN SELF-SELLING DISPLAY CARTON!

Radio Buyer

STORY STARTS ON PAGE 52

this year. Here's how he figures:

• "From whatever total gross figures you use, you have to extract Jap toy radios, extract the full radios which are re-exported, and the pipeline inventory. I figure that, minus toys, they brought in 1.6 million transistor portables for U. S. use in 1958. Of these perhaps 200,000 were re-exported and 200,000 were in inventory for retail sales of about 1.2 million units and 12 percent of the total U. S.-Jap home radio market. For 1959, I figure 1.5 million retail sales and an increase to 15 percent of the total U. S. plus Jap market. More will come in, but more will be re-exported and more will go into inventory."

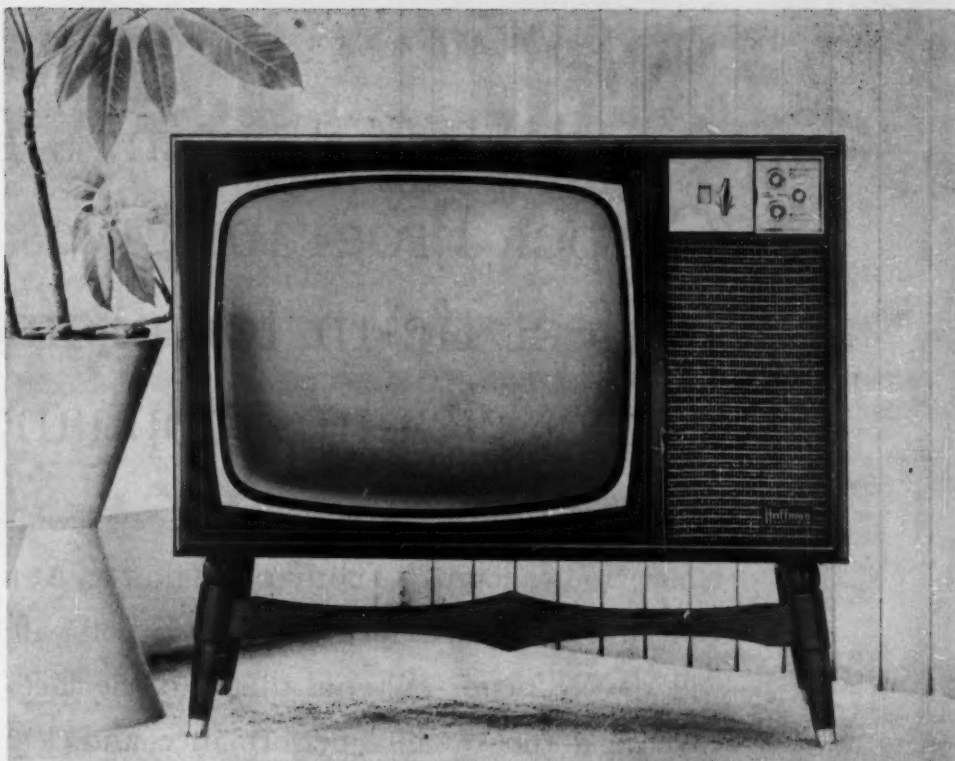
• To pinpoint the Japanese activity even farther, the official industry estimator—Electronic Industries Association—reports as follows: "The 1958 gross Jap imports were about 2.5 million units. Extract 960,000 toys. Deduct a re-export of about 20 to 25 percent. Finally, subtract 312,000 tube radios. This leaves about 850,000 to 900,000 transistor portables in the U. S. As much as half of that could have gone into pipeline filling. For 1959, their retail sales should be about 1.5 million most of these in the shirt pocket size."

• And EIA's figures contain all the possible distributional categories. These total six and include Jap radios to be sold under U. S. brand names as well as Japanese and private brands sold direct to key accounts.

• What are "toys?" EIA's "operating definition" of a toy radio is one with three transistors or less. To qualify for nose counting, a Japanese transistor portable must contain four or more transistors. End



From
Hoffman
PAN-O-VISION 23
 the new TV
 sales sensation!



IT'S THE HOTTEST THING SINCE TELEVISION ITSELF!

HOFFMAN has called upon all the arts and skills of advanced scientific research to create a completely *new concept* in viewing. The all new 23" (diag. meas.) wide-angle screen plus Hoffman's new exclusive method of mounting—that is **PAN-O-VISION**. It shows all the picture, without distortion, from any angle.

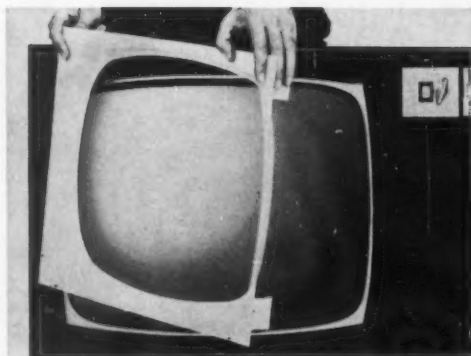
PAN-O-VISION STEALS THE SHOW EVERYWHERE! Thousands of dealers across the country have proved that if you **DEMONSTRATE** the sensational new **HOFFMAN PAN-O-VISION**, it sells! A demonstration does it. It's what your customers want!

NEW PROFIT MARGIN IS THE TALK OF THE INDUSTRY! This year **HOFFMAN** introduces a profit program for Hoffman dealers as revolutionary as the new **HOFFMAN** line itself! It's designed for you to make *more* money on every sale, give you a more liberal profit margin and let you share in the record sales of the hottest line on the market today! The fastest-selling line in Hoffman history and the newest, most liberal profit plan make a combination that can't be beat!

THE GREATEST ADVERTISING CAMPAIGN IN HOFFMAN HISTORY MAKES MONEY FOR YOU! Already underway is an unprecedented advertising campaign to tell the nation about the great **HOFFMAN** line for 1960. Scores of millions of potential customers—**YOUR** customers—will see full page advertisements in **LIFE**, **LOOK**, **SATURDAY EVENING POST** and **GOOD HOUSEKEEPING**. The country will also get the good word through radio and television, newspapers and 30-sheet full-color billboards.

RIGHT NOW IS THE TIME TO ORDER! Ride the crest of the greatest selling wave in the industry. Come aboard and get the most out of every sale—and make every demonstration a sale—with the best of them all—the fabulous **HOFFMAN** line for 1960!

Call your Hoffman distributor today. Or write Hoffman Electronics Corporation, 6200 S. Avalon Boulevard, Los Angeles, Calif.

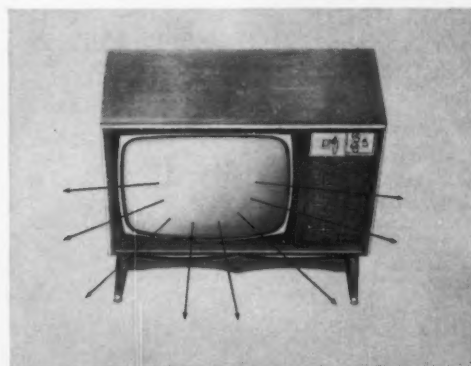


Hoffman has removed the corners, ripped off the mask. The **PAN-O-VISION** screen shows **ALL** the picture, just as it leaves the transmitter!

HOFFMAN QUALITY
 HAS EARNED THE
 GOOD HOUSEKEEPING
 GUARANTY SEAL



World's Finest Quality
 TV and Stereo.
Hoffman



No matter where you sit, you see the **FULL** picture, without distortion. **PAN-O-VISION** adds 22% to the viewing area of your room...lets you arrange furniture to suit you and still enjoy **ALL** the picture!



Because there is no glass of any kind in front of the **PAN-O-VISION** **SCREEN** no dust can collect. A whisk of a cloth and the screen is bright and sparkling clean!



Because there is no second shield, no lens, **PAN-O-VISION** eliminates countless annoying glares and reflections. Gives you a clear, easy-to-watch, **FULL** picture!

Good Housekeeping's February Carpet Program gives you the perfect tie-in for promotion of carpet cleaning appliances

One of the biggest carpet promotions ever will be launched with Good Housekeeping's February 1960 issue. At that time, the first Consumer Standards for Rugs and Carpets will be published. We will devote major editorial space to the facts about soft floor coverings—their quality, performance, and cleanability. ¶ Here's your big opportunity! Your chance to tie-in with a complete carpet cleaning appliance promotion—just when interest in carpets and carpet maintenance will be at an all-time high. ¶ The climate for such promotion will be perfect: 12,350,000 Good Housekeeping readers will be extra carpet-conscious; rugs and carpets meeting our standards will carry the special Good Housekeeping standards label and the Guaranty Seal that influences 40,930,000* homemakers' buying decisions; stores will be promoting those rugs and carpets. ¶ To pave the way for your promotion, there will be a special tie-in tag for appliances. It's not too early to get started on your plans right now. ¶ Manufacturers: Talk to your distributors and retailers about this promotion now. Make it a concerted effort. ¶ Retailers: Schedule your promotion. Meet with your carpet buyers and merchandise managers now to make this a big event. ¶ For further information, write or phone: Sam Parsons, Good Housekeeping, 57th Street at 8th Avenue, New York 19; COlumbus 5-7300. In Chicago: FRanklin 2-0640.

*Crossley, S-D Surveys, Inc.

Good Housekeeping
MAGAZINE AND INSTITUTE



WEBCOR PORTABLES

Break the Stereo Fonograf Price Barrier!

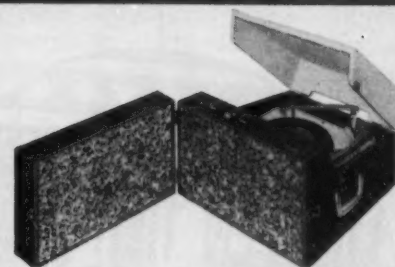
All 1960 Webcor Stereo Portables play superb stereo music as self-contained fonografas . . . most of them have detachable speaker wings for even finer reproduction.



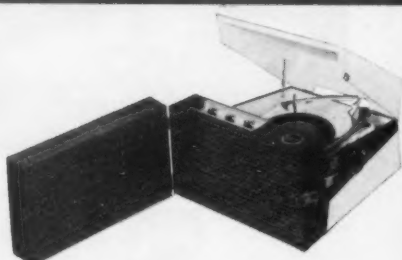
New Melody Stereo Fonograf—Model 1012. Outstanding 4-speed self-contained manual. Has 2 fine stereo speakers—separate volume controls for channel 1 and 2. Plays all records. Choice of 2-tone colors. Webcor manuals start at \$37.95.



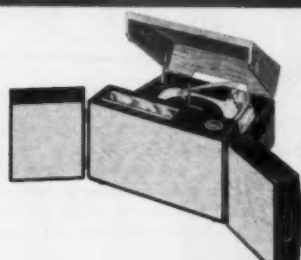
New Lark Stereo Fonograf—Model 1013. Superb 4-speed manual fonograf. Has 2 wide-range PM speakers—separate volume controls for channel 1 and 2. Plays all records. Choice of 2-tone colors.



New Holiday Stereo Hi-Fi Fonograf—Model 1053. Has wide-range stereo speakers with "sound contact" hinges—powerful dual-channel stereo amplifier—4-speed automatic Stereo-Diskchanger. Choice of 2-tone colors. Webcor Portable automatic Fonografas start at \$79.95.



New Holiday Coronet Stereo Hi-Fi Fonograf—Model 1054. High Fidelity stereo speakers with "sound contact" hinges—dual-channel 8-watt amplifier—separate volume and tone controls—4-speed automatic Stereo-Diskchanger. Choice of 2-tone colors.



New Holiday Imperial Stereo Hi-Fi Fonograf—Model 1053. Has exclusive BFD—Bass Frequency Distribution for finest 3 channel stereo sound. 3 powerful speakers with "sound contact" hinges—dual-channel 14-watt amplifier—4-speed Stereo-Diskchanger. Choice of 2-tone colors.



New President Stereo Hi-Fi Fonograf—Model 1050. Has 4 wide-range speakers—bayonet hinges keep speakers on when open—dual-channel 18-watt amplifier—front-mounted controls—4-speed automatic Stereo-Diskchanger. In smart ebony carrying case.



WEBCOR TAPE RECORDERS

Outperform, Outsell the field!



New Royale Hi-Fi Tape Recorder—Model 2001. \$199.95*. Really portable—weighs only 20 lbs. Will record and play back monaurally at all 3 speeds. 2 high fidelity speakers—8-watt amplifier. Grey with aluminum trim.



New Regent Hi-Fi Tape Recorder—Model 2005. \$199.95*. Will record and play back monaurally at all 3 speeds. Wide-range high fidelity speaker—8-watt amplifier. Brown or ebony carrying case. Also available as remote control for business applications—Model 2006.



New Royale Stereo Hi-Fi Tape Recorder—Model 2006. Superb 2-track and 4-track playback of recorded stereo tapes. Will record and play back monaurally. Self-contained stereo sound system—dual-channel 16-watt amplifier—weighs only 23 lbs. Grey with aluminum trim. Matching single-unit Ext. Speaker System (Model 4008) for even finer stereo separation available.



New Regent Coronet Stereo Hi-Fi Tape Recorder—Model 2007. Complete self-contained stereo—will record and play back both stereo and monaural tapes. 2-track and 4-track record and stereo playback—dual-channel 16-watt amplifier—2 speakers—2 directional microphones. Ebony with silver trim. Matching 2-unit Ext. Speaker System (Model 4007) for even finer stereo separation available. Webcor tape recorders start at \$159.95*.

*Suggested list prices. Slightly higher South and West

WEBCOR, INC., CHICAGO, ILL

SELL THE LINE THAT SELLS THE FASTEST...SELL WEBCOR

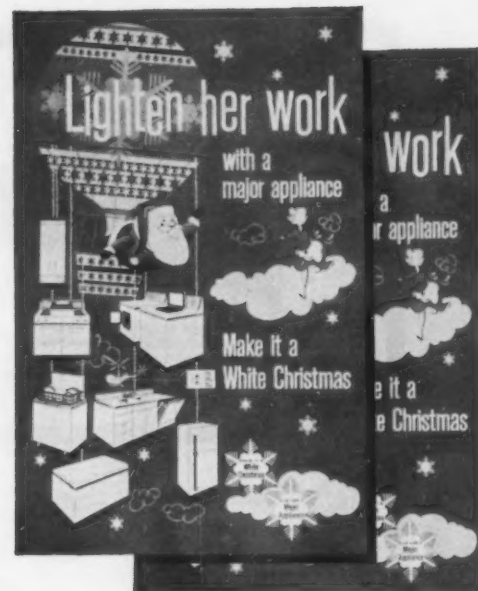
SNOWFLAKE 1959

Plus Ideas Galore to Sell Major Appliances



2 LARGE POSTERS

You get two big, 22" x 34" vertical posters. They're in attractive 2 colors and feature the Snowflake balloon and 1959 selling theme. Ideal for use in window or on wall.



BIG MOBILE DISPLAY

Your Snowflake Kit contains the spectacular mobile unit shown at left. Colorful balloon is complete with Santa and 8 die-cut appliances nestled in clouds. An unusual, eye-catching device, easy to mount and sure to brighten any part of your store.



24 PRICE OR MERCHANDISING TAGS

They show Balloon with Snowflake in 2 colors. Convenient string makes them easy to attach to product as price tags. They can also be used on doors and windows.

NATIONAL ADVERTISING

—Over 100 Million Selling Impressions—

SIX
U. S. STEEL HOUR
TV COMMERCIALS



An estimated 25,000,000 televiewers will see and hear about Operation Snowflake on Nov. 18, Dec. 2 and Dec. 16.



Another 2,200,000 televiewers will see and hear about Operation Snowflake on a CBS Network Show on Nov. 27, Dec. 11 and Dec. 25.

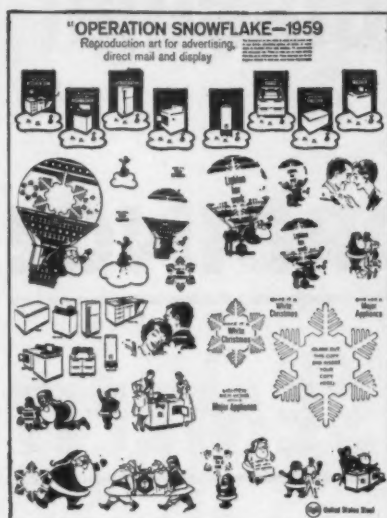
SIX
DAYTIME
TV COMMERCIALS

SPECIAL SNOWFLAKE



OFFERS YOU ALL THIS WHITE CHRISTMAS PROMOTION MATERIAL

before and after shoppers enter your store!



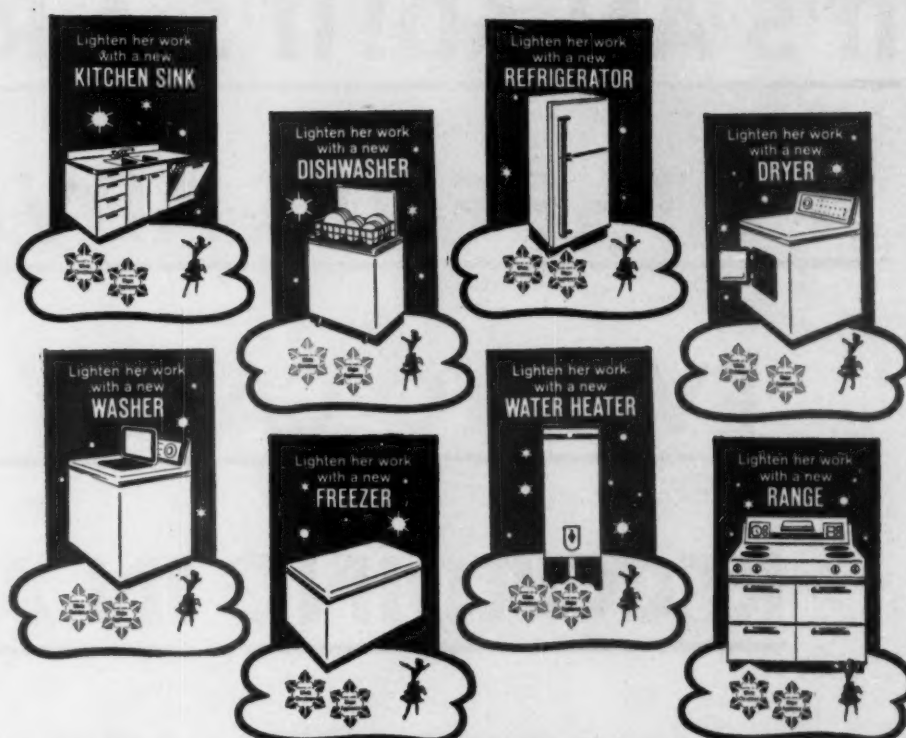
REPRODUCTION ART

Also included in your Operation Snowflake Kit is a sheet of finished art ready to be used by your printer, newspaper, advertising agency or studio to illustrate your ads, direct mail, displays or TV commercials. They can be enlarged or reduced to fit your exact requirements—and they put the Snowflake to work selling for you right in your own ads!



PLANS FOLDER

All of your Operation Snowflake merchandising material comes in a convenient wrap-around folder which shows and tells you how to use the various items. This Plans Folder also contains suggestions for newspaper advertising layouts and radio commercials, as well as ideas for setting up attractive product displays.



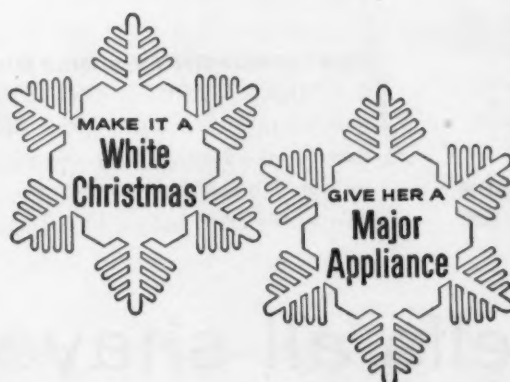
16 APPLIANCE ON CLOUDS CUTOUTS

These versatile 2-color cards can be suspended from ceiling, hung on walls, or fastened to product. There are 2 each of 8 standard appliances, each attractively displayed on cloud.

PROMOTIONS

—Local Market Sales Events—

Newspapers and Radio and Television stations all over the country will spearhead local Snowflake selling events. 15 Metropolitan "Super" Markets are planning coordinated, city-wide Snowflake promotions.



Send for your new OPERATION SNOWFLAKE PROMOTION KIT NOW

A complete kit, containing every item shown above, will be sent to you on receipt of your name and business address along with \$1 check or money order (which is about half of what it costs to produce). Just write:

Snowflake Headquarters
Box 3050
Miracle Mile Post Office
Minneapolis 16, Minnesota



REMINGTON'S

— with the most spectacular

IT'S AN AD! IT'S A RECORDING!

IT'S THE FIRST ADVERTISEMENT

EVER TO CARRY AN ACTUAL

RECORDING IN A NATIONAL

CONSUMER MAGAZINE!

CROSBY, CLOONEY, "SATCHMO", the Hi-Lo's MAKE SWEET "HARMONEY" FOR YOU THIS CHRISTMAS pre-selling Remington Roll-A-Matic with nearly 4 minutes of musical commercial. This recording is bound into 6 million copies of Look Magazine, in the middle of Remington's colorful 2-page ad. The ad will pre-sell nearly 30 million readers, and the recording will keep Remington sales spinning *right up to Christmas Eve!*

PLUS 10 SHOW-STOPPING 4-COLOR PAGES FIRST 3 WEEKS IN DECEMBER—Add Life, Post,

This Week, Ladies' Home Journal, McCalls to Look, and you have 6 of the most powerful magazines in America selling the most gift-appealing shaver on the market! All this and *Gunsmoke* too!

FEATURED ON TV's No. 1 SHOW "GUNSMOKE" 5 WEEKS BEFORE CHRISTMAS — Gift-clinching demonstrations for the entire Remington line . . . plus news of the Roll-A-Matic recording will be aimed at 50 million "Gunsmoke" viewers every week for 5 consecutive weeks right before Christmas!

Remington outsells all shavers—73%

FIRST AGAIN

shaver promotion ever recorded!

PRESENTING

THE ONE GIFT FOR ALL MEN

ADJUSTS TO ANY BEARD AND SKIN

REMINGTON
Roll-A-Matic

The Adjustable
REMINGTON ROLL-A-MATIC® SHAVER

Presenting Bing Crosby & Louis Armstrong
"Music to Shave by"

Money - Louis Armstrong - The Hi-Lo's
in their rollicking new
ROLL-A-MATIC RECORDING

ONLY ONE OTHER WAY FOR CONSUMERS TO GET THIS RECORDING—THROUGH ORDER BLANKS AT REMINGTON RETAILERS. And millions will want it because it's offered FREE on "Gunsmoke" and in follow-up ads. Don't miss out on this terrific traffic-builder. Retail display kit contains your order blank dispenser.

ORDER YOUR KIT NOW from your distributor or any Remington Shaver representative. Tie your store into this record campaign, right up to the hilt!

A record first for the new
Remington Roll-A-Matic and you
in **LOOK** magazine,
Dec. 8, on sale Nov. 24!

more than the next brand! *Remington Rand Electric Shaver*
Division of Sperry Rand Corporation, Bridgeport 2, Conn.



NEW I.A.E.L. OFFICERS include C. C. Simpson of Chicago, president, and W. M. Freudigman, Rhode Island, vice-president.

Standing are R. J. Harrison, left, Nebraska-Iowa Electrical Council, treasurer and Robert Trotter, Intermountain Electrical Assn., sec.



CONFERENCE HOST J. Clark Chamberlain, left, goes over program with corresponding secretary John Biggi, center, and Ari-

zona's Bill Johnson. Week-long program included a variety of opportunities for conferees to visit points of interest in San Diego.

ADVICE FOR LEAGUES:

To Get Big, Think Big

GET MORE MONEY to work with, get more jobs to handle, get the authority to direct all the electric industry promotion in your area!

Managers of the nation's electrical leagues were told this over and over again by their own featured members and by an array of electrical industry guests when they met for the 24th annual conference of the International Assn. of Electrical Leagues in San Diego August 11-14.

The theme of the meeting, "Where there's a strong association, there's a strong industry" was introduced by IAEL president John S. McDermott, Kansas City who pointed out that the movement faced two serious shortcomings—not enough electric leagues—not enough industry support locally and nationally for many of the existing leagues. He said the managers must quarterback their local electrical teams in meeting the competition of other fuels. He advised them to be more aggressive and tenacious in building their local activities.

More than 70 managers, wives and guests had been welcomed to San Diego by host J. Clark Chamberlain, manager, Bureau of Home Appliances there. He outlined the activities which consensus showed to be the most elaborate ever arranged to show the hospitality of a host city through social and sightseeing events both local and international in flavor.

Electric league managers were told that they are one of the last remaining con-

tacts between the electrical industry and its customers in a talk by James T. Coatsworth, commercial director, EEI. He cautioned the managers to watch out for an easing up of their efforts or the backing of their sponsors when the industry is in a period of prosperity. He stated the industry must increase its load 10 percent every year, that the goal must be 7,000 KWH per home by 1968 if the industry is to continue doubling every 10 years. The means, he said, promotion of the all-electric home with electric heating.

Two closing speakers of the conference program further admonished the managers to take more responsibility. The league managers were told that they must "think big!", must fight to become the focal point for all advertising, promotion, selling, pioneering of new appliances, service and wiring in their market areas, in a talk by Laurence Wray, editor of **ELECTRICAL MERCHANDISING**. To reach this status, the managers must seek more promotional funds and get the authority to coordinate the use of these monies.

Speaker Carl T. Bremicker, Vice president, sales, Northern States Power Co., Minneapolis, suggested that IAEL become the umbrella covering all industry promotion with a budget that would "... make the present 2.5 billion dollars look skimpy."

Industry Promotions Reviewed
The highly successful "Electro-Day"

promotion initiated by Montana Power Co., was described to the conference by D. J. McGonigle, its general sales manager. This coordinated program coordinates all electric industry advertising on one day each month to create saturation. Another speaker, Don Willis, vice-president sales, Arizona Pub. Serv. Co., told how the EEI's National Electric Program will become the Live Better Electrically program in 1960, broadening its scope to include the Medallion Home and residential heating and cooking.

Electrical Week is here to stay, announced Herbert Cook, Elec. Assn. of Detroit, in reviewing the success during 1959 when 5800 planning guides were sold throughout the industry. More than 50 percent of national advertisers and 50 percent of the leagues participated. A similar report was presented by St. Louis distributor Lester E. Barrett who described the 1960 plans of the National Wiring Bureau.

Bright Outlook Envisioned

League managers could not help but leave the San Diego meeting optimistic about the industry's future. Speaker Robert S. Bell, president, Packard-Bell, Los Angeles, said that the electronics industry will make its greatest contributions during the next decade, the "scientific sixties," that "... the effort to set up a main street on the moon will result in products for sale on Main St., U.S.A."

Continued on page 96

UNPACK IT: The NAUTILUS No-DUCT Hood is a complete appliance with an Activated Charcoal Filter, Grease Filter, 2-Speed Fan, Fluorescent Light, Push-Button Control Panel, Electrical Cord.

PUT UP THE BRACKET: It's an easy screwdriver job... completed in minutes. A wide choice of sizes and finishes is available. Other models are easily installed under cabinets and over peninsular layouts.



PUT IT ON: The NAUTILUS No-Duct Hood is a portable appliance... easy to put up and take down. Perfect for apartments... fits any range, on any wall... it moves when your customer moves.



If you can sell TV sets . . . you can sell this **NEW APPLIANCE!** purifies kitchen air...can be put up in minutes!

Now you can cash in on the big range hood market with the new NAUTILUS No-DUCT Hood . . . a packaged, self-contained, big-ticket appliance (\$100 plus) that's easier to sell . . . and install . . . than most other major appliances!

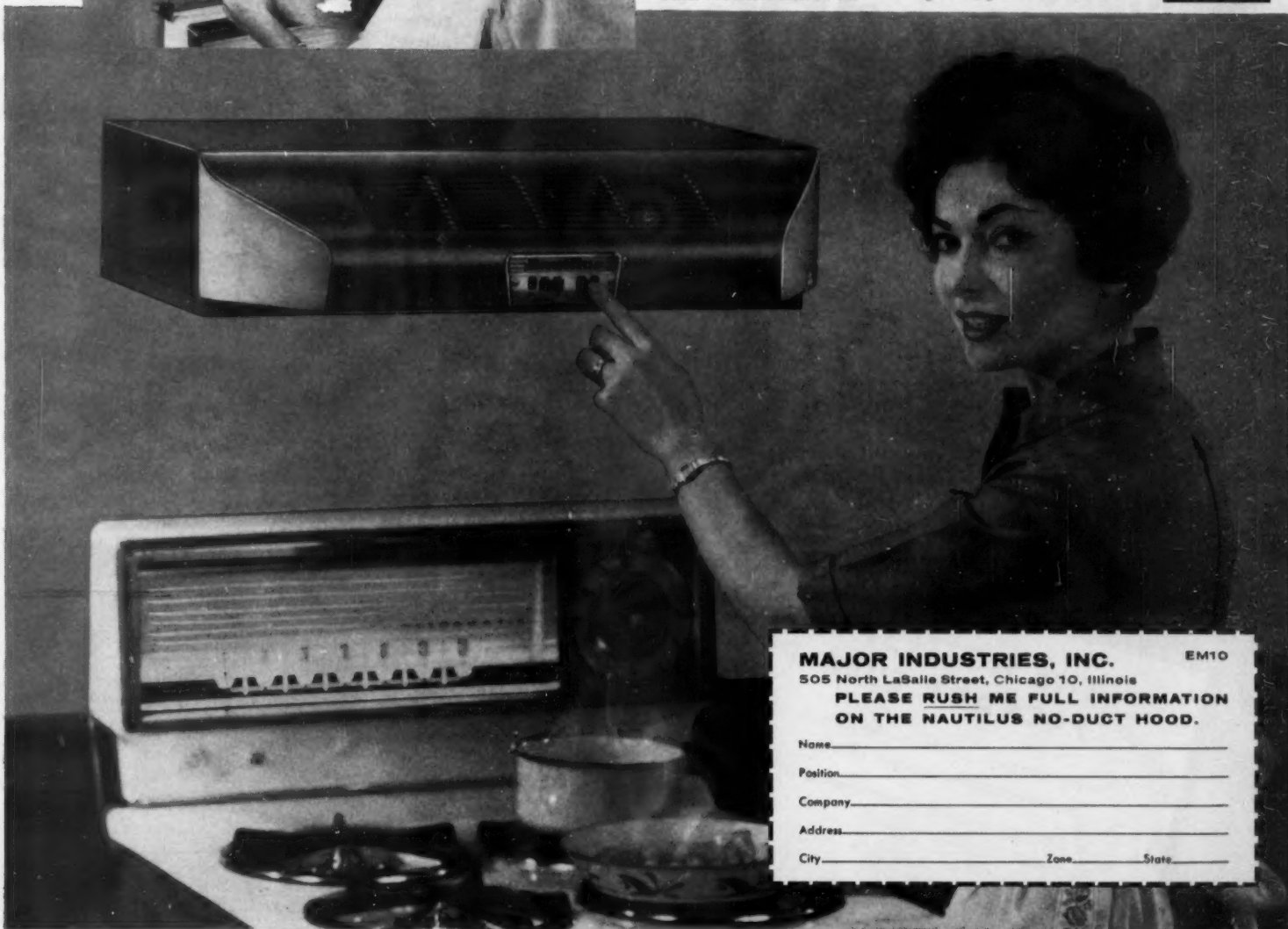
The NAUTILUS No-DUCT Hood is unlike any other hood you've ever seen. It banishes kitchen odors, smoke, grease . . . can be put up in minutes by anyone . . . can be used with any range . . . in any location. *Absolutely no ducts, vents, carpentry, wiring or masonry are required!*

Eight out of ten homes and apartments in your area are good prospects for the NAUTILUS No-DUCT Hood. Get the full profit story—mail the coupon today.



READY TO USE: Activated Charcoal Filter . . . plus a Grease Filter . . . clears kitchen air of cooking odors, grease and smoke.

ADVERTISED IN
LIFE



MAJOR INDUSTRIES, INC. EM10
505 North LaSalle Street, Chicago 10, Illinois
**PLEASE RUSH ME FULL INFORMATION
ON THE NAUTILUS NO-DUCT HOOD.**

Name _____
Position _____
Company _____
Address _____
City _____ Zone _____ State _____

The Big Payoff from Norge DEALS

A ♣ Dispensomat "Laundry Jamboree"



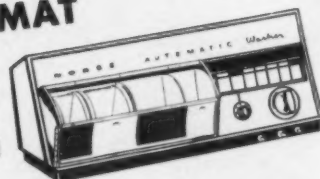
THE HOTTEST DEMONSTRATION PACKAGE EVER PUT TOGETHER!

- Field-tested promotion helps sell hottest-featured washer of all.
- Norge-trained demonstrators are ready to work for you.
- Promotion package includes all you need for proven results!
- Dramatic proof of washing superiority to wrap up the sale!

A ♦ Sales-Closing Features

DISPENSOMAT

Adds as many as 4 different laundry aids automatically... at exactly the right time!



3-WAY LINT FILTER and exclusive agitator

Filtering action works 3-ways... traps lint, flushes away soap scum, ejects sand and sediment. Plus: the only agitator specially designed for 2-speed operation!

GUARANTEED RUST-PROOF!

The seal says it...and it's backed by a written guarantee from Norge.



SEE THE MAN
WITH THE DERBY
...HE'S THE MAN
WITH THE DEALS!

(your Norge Representative)

THE MAN WITH THE DERBY!

Deliver Full House!

The hottest laundry sales season in history is "in the cards" for all NORGE Dealers

K
♥ **Greatest Ad Barrage in Norge History!**



Dynamic full color ads in all the key magazines, network TV (day and night), network radio, hard-hitting newspaper ads, billboards! All concentrated in the key buying months this fall! Guaranteed to really deliver the traffic!

A
♠ **5-Year**
AUTOMATIC DRYER
Warranty*

On all 1960 Norge Dryers...a written promise of trouble-free performance no other appliance manufacturer dares make! And greatest array of consumer benefit features ever seen:

WRITTEN RUST-PROOF GUARANTEE

Plus

- EXCLUSIVE 4-WAY DRYING
- 3-POSITION HAMPER-DOR
- AUTOMATIC SPRINKLER
- AUTOMATIC WASH 'N WEAR CYCLE

*Motor protected by full 1-year warranty.



K
♦ **"Chance of a Lifetime"**
DEALER PROMOTION
FREE TRIPS
To Paris and
The Riviera,
Las Vegas, Hawaii



Every dealer can win an all-expense paid vacation to one of the fabulous fun spots of the world! Travel! Excitement! Recreation! All yours now in this dream "bonus" from Norge!

K



NORGE Easiest Sale on the Retail Floor!

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Ill. In Canada: Moffatt Limited, Weston, Ontario. Export Sales: Borg-Warner International, Chicago 3, Ill.

Exceptional new profit opportunity

WOULD YOU LIKE TO SELL CULLIGAN WATER SOFTENERS?

The complete line of Culligan appliance-type water softeners is now available to qualified appliance dealers in cities not already franchised.

Today, over half the water softeners installed in the United States and Canada are Culligan. This overwhelming consumer preference is based on proved quality, durability, product performance and brand acceptance.

To more effectively satisfy the consumer demand for Culligan automatic and manual water softeners, the factory has recently broadened its marketing and distribution plan. For complete details and information, call or write

Herb Hamblet

CULLIGAN, INC.

2000 Shermer Road, Northbrook, Illinois

Chicago telephone number: CORnelia 7-1330

THE IAEL CONFERENCE

CONTINUED

Banker-economist Sterling Brubaker foresaw a continued rise in the gross national product. In looking at "What's Ahead for the Appliance Industry", G-E's George T. Bogard saw much of the industry's development keyed to new styles in architecture and the use of more special purpose rooms sold as units.

Broad Program

Filling out the jam-packed program developed by C. C. Simpson, J. Clark Chamberlain, Harry J. Foy, Victor W. Harley and E. J. McGinnis were: a report on the promotion planned by the newspaper association, presented by Frank J. Kilcheski; "Look" Magazine's newest adequate wiring award, by Alan Waxenberg; "Is Electric Heat Your Business", by H. C. Blumberg, president, Elec. Assoc. of Detroit. At luncheon and dinner meetings, the conferees heard: Dr. Park H. Miller, General Dynamics Corp. discuss progress toward direct electrical generation from nuclear fission; Dr. Waldo K. Lyon, director of the Navy's submarine and arctic research, report on the sub-arctic submarine trips. At the annual banquet, George Murphy, v. p. Desilu Productions and producer of the Westinghouse TV series was the guest speaker.

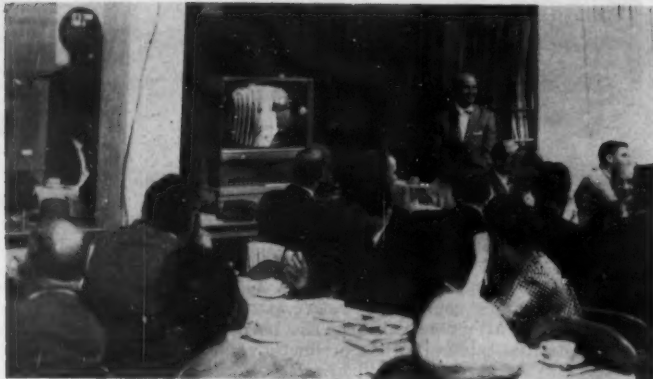
On Thursday, following the annual business meeting and election of officers, the members heard the reports of three members on the success of organization and leadership. A. H. Kessler, No. Cent. Elec. League, Minneapolis told how leadership could be used in "Obtaining Our Goals". Ralph B. Hubbard, Rocky Mt. Elec. League, Denver, told how his group organize and conduct an industry conference. John A. Morrison, Elec. Assoc., Phila., discussed "Organizing an Industry Activity." During the conference a dramatic presentation was made by F. M. Raymond, San Diego Gas & Elec. Co. and advertising man Norman Foster, showing how San Diego coordinates its nationally famous appliance industry advertising programs.

The IAEL voted to hold its 1960 Silver Anniversary conference in Kansas City, its 1961 meeting in Atlantic City, and to gather in Chicago in 1962. *End*



"THE PEOPLE IN THE NEXT APARTMENT ARE THINKING OF GETTING ONE OF THOSE BUILT-IN OVENS. THIS I'VE GOT TO SEE."

news AT A GLANCE



BEFORE THE BALL GAME, Chicago and northern Illinois Philco dealers watch Philco's closed-circuit telecast on new laundry line beneath the stands in Chicago's Comisky Park. George R. Hickman, branch manager said of the event, "We wanted to get the dealers in and the ball game did it with about 1,250 people present."

Magnavox Company has announced start of construction work on a new multi-million dollar research center. Spokesmen for the company report that the initial building, in Torrance, Calif., will be erected at a cost of \$1,500,000 and that a major facility at least four times the size of the first structure will eventually be built on the ten-acre site at an outlay of over \$5,000,000.

A total of more than 300 electric light and power companies will join in promoting **Seventeen** magazine's 6th annual "favorite recipe contest among some nine million teen-age girls. The 1960 contest is being conducted in cooperation with the **Edison Electric Institute's** Live Better Electrically program and the **National Electrical Manufacturer's Association**. The nationwide promotion, designed to stimulate teen-age interest in creative cooking with electrical appliances, is open to young people between the ages of thirteen and nineteen.

Kelvinator will build a two million dollar warehouse for the storage of major appliances in Grand Rapids, Michigan. The new warehouse will be built on a 200-acre site serviced by the Pennsylvania Railroad. Decision to build the warehouse was brought about by consolidation last December of basic manufacturing at the main plant through the transfer to Grand Rapids of Peoria laundry appliance production and Detroit compressor production.

The **Norge** division of Borg-Warner Corp., has announced extension of its automatic clothes dryer warranty from one to five years. Judson S. Sayre, president of Norge, said that the service record of the company's units made possible the new guarantee. The new 5-year warranty, effective on 1960 Norge clothes dryers introduced this summer, will apply to all parts except the motor.

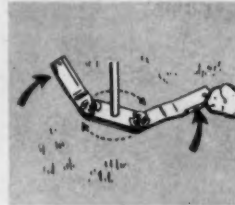
Eureka Williams will use Sunday supplements in 321 newspapers throughout the United States and Canada in a fall campaign to promote its "vibra beat" vacuum cleaner. Company spokesmen stated that success in marketing Eureka cleaners against tough market competition was due in large part to "insistent and consistent newspaper advertising."

Carrier Corporation announces net sales of \$195,711,000 for the first nine months of fiscal 1959, a figure 1.6 percent higher than the figure of \$192,591,000, registered for the same period a year ago.

SELL Certified...

the only appliance-planned power mower with

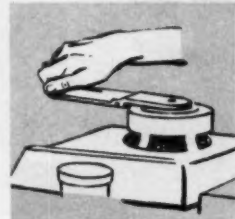
"Crankshaft Protection" GUARANTEE



...thanks to exclusive Deflector Blade with "hinged tips" that swing back on impact... guaranteed to protect crankshaft from shock or damage for the life of the mower—or shaft fixed free!

PLUS

New Wind-Up Starter Accessory



Nothing to pull... just spin lever and release—engine starts instantly! Now available as an accessory on all walking rotaries. (Included on rider.)

For bigger 1960 profits... sell Certified, the appliance-planned power mower line that gives you a big selling plus others can't: lifetime guarantee against crankshaft damage, eliminating 95% of rotary mower repair! Tell this to prospects and close sale after sale. Throughout, a line strategically-planned for easier step-up selling... quality made for trouble-free performance... feature-packed so you can sell more than price alone!

Model 2235
24" deluxe
4-Wheel
Riding Rotary

New Wind-up starter.
Gear-free Planitor Drive.
Quick one-point cutting height adjustment.
Powerful 4½ h.p., 4-cycle engine. Positive blade disconnect.

Model 2227
22" self-propelled Rotary

WITH 2-SPEED "HIGH-LOW" TRANSMISSION... Quick Wheel cutting height adjustments from ¾" to 3¾". Also Model 2226 with single speed transmission.

Free-Wheeling Rotaries

18" Model 2205
20" Model 2215
22" Model 2225

Reel-Type Mowers

Model 5115 New! 20" Reel with front discharge, side trim, ¼" cut. Also 18" and 20" rear-discharge reels with "Drive Handle" control.

Get the whole story now. Write for literature and prices. Dept. 14
WESTERN TOOL AND STAMPING COMPANY

World-famous producer of power lawn mowers

2725 Second Avenue, Des Moines 13, Iowa

LIFE ADVERTISING
TO BRING THE ASTRAL
STORY OF NEW
THERMAL COOLING TO
32,100,000 READERS.

Astral
PORTABLE SPOT REFRIGERATION
WHEN AND WHERE YOU WANT IT. Guaranteed Silent Forever



MISS LINDA FERRULE SELLS THE 1960 ASTRAL TO THE U. S.

In the pages of LIFE MAGAZINE she will report to the more than 32,100,000 readers of that periodical on the value of the multi-use ASTRAL... the truly portable spot refrigerator that opens a brand new market to the dealers of America.

BACKING MISS FERRULE'S BIG OPENING GUN... A TRULY NATIONAL ADVERTISING AND P. R. CAMPAIGN... CUTTING ACROSS ALL FIELDS AND SERVING ALL DEALERS... IN FACT THE ENTIRE MARKET OF MASS CONSUMER HOME SALES

NEW MIRACLE THERMAL COOLING UNIT... Guaranteed Silent Forever! The miraculous new thermal cooling unit is guaranteed to be thoroughly silent forever... electrically it is designed for 6, 12, 24, 32, 110 and 220 volts... and its dual voltage permits selection of any low voltage with 110 or 220 volts AC or DC... NATURALLY IT IS GUARANTEED AND WARRANTED



MORPHY-RICHARDS

GET THE

Astral

PORTABLE SPOT REFRIGERATION FACTS

232 South Van Brunt Street,
Englewood, N. J.

E 10-9



ON PARADE, Maytag's 12-millionth laundry appliance, a dryer, rides through Newton's courthouse square, accompanied by Jean Caylor, local Future Farmer sweetheart. The parade occurred during a full day's festivities celebrating the production milestone, and the over-six-million Maytag appliances still in use.

Proctor Electric Company has announced plans for the largest single electric advertisement ever to run in **LIFE** magazine. The advertisement will appear as a full color 3-page cover gate-fold in the November 30th issue of the magazine. Copy theme of the life advertisement will be "Proctor Has The Gift To Make A Woman Happy." Names of 450 retailers throughout the nation who carry the full Proctor line will be listed in the advertisement. Company plans also call for saturation spot TV to be used in 38 markets throughout the United States and Canada.

Remington Rand will run a unique pre-Christmas electric shaver promotion in the December 8 issue of **Look Magazine**, the first use of a high fidelity recording in a major consumer magazine. Titled "Music To Shave By" the recording will be a four color, double page spread, featuring a group photo of the performers, Bing Crosby, Louis Armstrong, Rosemary Clooney, and the Hi-Lo's. The recording can be detached from the magazine and played on any 33 1/2 record player, and, according to company spokesmen should deliver at least 10,000,000 reader and listener impressions for the product.

Toro Manufacturing Corporation reports sales for the year ending July 31 totaling \$18,225,000. The figure represents the highest annual sum thus far attained in the firm's 45-year history, amounting to an increase of 23 percent over last year's total.

Consolidated net earnings of **Skil Corporation** for the six months ended June 30, 1959 showed an increase of 51.2 percent over the same period last year. Consolidated net sales for the first six months were \$10,938,116 compared with \$8,844,589 for the same period in 1958.

Net earnings of **Hoffman Electronics Corporation** for the six months ended June 30 were \$1,111,705, an increase of 34 percent from the \$831,747 earned in the like 1958 period. First half sales of the corporation were \$22,345,189, compared with \$18,573,513 a year earlier.

United States Steel's Operation Snowflake will promote major appliances as Christmas gifts for the sixth consecutive year starting Monday, November 16th. The program is comprised of five parts including consumer advertising on network television, national magazine insertions, and an increased newspaper budget. Other segments of the program include distributor contact and assistance, a similar operation for retailers, organization of tie-in organization with major manufacturers in their Christmas marketing plans, and a series of selling aids for various media, including free printing mats.

To 6,000,000
women—

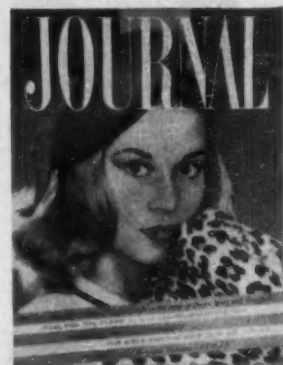
ONE

for the
money

EVERY MONTH—for years—greater and greater numbers of women have eagerly bought Ladies' Home Journal because they're interested in what's in the Journal. And now, for the last three months of this year, Journal average circulation will go past 6,000,000!

ADVERTISING MEN are interested in what they get out of the No. 1 magazine for women. To them, Ladies' Home Journal means business. That's why, in the first 9 months of 1959, the Journal gained 52 adver-

tising pages—a 17% revenue gain—over last year. That's also why, in the first six months of 1959, major-appliance manufacturers increased their investment in the Journal by 90.6%. Manufacturers of other appliances and equipment upped their expenditure by 46.9%—making the Journal No. 1 per issue among all magazines in this category. Advertisers know that womanpower plus Journalpower equals salespower. *Never underestimate the power of the No. 1 magazine for women...*



LADIES' HOME
JOURNAL
A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

A "Best Seller"

IN
ANY
MARKET



Monarch electric, coal-wood
or oil COMBINATION RANGE
"TWO-IN-ONE" OVEN

Here's the kind of versatility that "pays off" in any dealership. A fully automatic combination range with a coal-wood or oil, cooking top . . . in the most modern temperature controlled Electric Range manufactured.

King Size "DUO-OVEN" is heated by coal-wood, oil, or electricity individually or at the same time. Bright chrome finish top. Monarch's exclusive duplex draft. Kitchens are cozy in winter — cool in summer. For complete information about our protected dealer franchise, write

MONARCH RANGE CO. 3809 Lake St. — Beaver Dam, Wis

MONARCH specializes in Ranges. Manufacturers of the most complete line of Quality Ranges in the U.S.A.

PATENTED



Bake and roast with coal-wood or oil alone, electricity alone, or in any combination with this "TWO-IN-ONE" OVEN!



Right front surface unit becomes RED HOT in seconds. Choice of over 1,000 heat selections.

people IN THE NEWS



R. ZEUTHEN

Edison Electric Institute—Ralph Zeuthen has been appointed program manager of the Institute's Live Better Electrically Program. Zeuthen had been president of Zeuthen, Thomas and Hulbert, Minneapolis advertising agency.



T. LOWEY

Hoffman Electronics Corp.—Thomas Lowey has been appointed director of advertising and sales promotion, a new position. Lowey comes to Hoffman from the Detroit office of Kenyon and Eckhardt.



L. W. HAMPER

Gibson Refrigerator Co.—L. W. Hamper, Jr. has been named to the newly created post of merchandising manager. Hamper was formerly assistant to W. C. Conley, vice president in charge of sales.

Norge Div., Borg-Warner Corp.—Edward B. Kate has been named wringer washer sales manager. Kate was appointed to the post after serving as district manager for the division in Missouri and Kansas.



E. B. KATE

Cribben and Sexton Co.—George H. Childers has been named general sales manager. Childers was most recently general sales manager of the room air conditioner division of Chrysler Airtemp.



G. H. CHILDERS

Shetland Co., Inc.—Albert S. Bross has been named vice president—marketing. Bross was formerly vice president and general sales manager of the O. A. Sutton Corp.



A. S. BROSS

Herold Radio and Electronics Corp.—William H. Fowler has been named vice president. Prior to this appointment Fowler was executive staff advisor for the firm's Steelman and Roland divisions.

Toledo Desk & Fixture Co.—James Miller has been appointed assistant sales manager. Prior to his appointment Miller was director of merchandising for the Thyer Manufacturing Corporation.

Dynamics Corp. of America—Zambry P. Giddens has been named to the newly created post of executive vice president. Dynamics Corporation produces the Waring, Durabilt and Shavex line of household electric appliances.

WHOLESALE CATALOG
FOR RESALE DEALERS



GRAINGER'S
Electric
**SUPPLY
SERVICE**

Over 4000 Items Stocked

PROMPT DELIVERY. Warehouses and sales offices in 63 principal cities, coast-to-coast. All fully stocked for pick-ups or 24-hour shipping service.

SALESMEN at each sales office available for help and guidance.

180 PAGE CATALOG and buying guide. Includes detailed descriptions on over 4000 items. Lots of technical and application data.

WHOLESALE ONLY. Free net price catalog sent only when requested on letterhead. No consumer requests honored. O.E.M. prices available for quantity buyers.

WHOLESALE CATALOG
Write for Autumn Edition

W.W. GRAINGER, INC.

Dept. 29, 118 S. Oakley Blvd., Chicago 12





F. M. FARWELL

Radio Corp. of America—Fred M. Farwell has been named to the newly created position of vice president, marketing. Since May, 1957, Farwell had been executive vice president of International Telephone and Telegraph Company's group operations.



J. H. GOSS

General Electric Co.—The company has established a new international group, to which its International General Electric company division has been assigned. James H. Goss has been appointed vice president and group executive for the new group. Fred J. Borch was named vice president and group executive for consumer products, the post formerly held by Goss. Charles K. Rieger succeeds Borch as vice president, marketing services. William P. Von Behren has been appointed to succeed Rieger as general manager of the major appliance division in Louisville. The company's television and radio businesses have been merged in the newly established radio and television division, with Hershner Cross named as general manager.



F. J. BORCH

Welbilt Corp.—William Miller has been appointed sales manager of the room air conditioner division. Miller had formerly served as New York regional sales representative.



C. K. RIEGER

Hamilton Manufacturing Co.—M. W. Challburg has been appointed promotion manager for the appliance division. Challburg succeeds D. C. McDermand who has been promoted to product manager.



W. P. VON BEHREN

Ebco Manufacturing Co.—Elisha G. Pierce has been appointed advertising manager, filling the vacancy created by T. J. Spence's resignation.



H. CROSS

Mills Retires

Reese Mills, first manager of the Westinghouse electric range department, has retired after more than 40 years service with the company. Upon his retirement Mills was presented with the company's highest award, The Order of Merit, by Mark W. Cresap, Jr., president and chief executive officer. Well known in the industry since 1926 Mills retires from the position of assistant to the vice president of the electric appliances divisions.

Are you part of the PROFITABLE ORGAN MARKET?



An open letter from **JOE BENARON**,
President of **Thomas ORGAN CO.**

Thomas ORGAN CO.
8348 HAYVENHURST AVENUE • SEPULVEDA, CALIFORNIA
EMPIRE 2-3129

Dear Mr. Dealer:
RIGHT NOW... You have the greatest profit opportunity in the history of the electronics industry! **THE ORGAN BUSINESS IS EXPLODING!**
Never before has the dealer had such a legion of prospects ready to be sold! Sales are accelerating in electronic organs. Many of the people who bought the several hundred thousand reed organs will want to trade them up.
During the past five years, home organ sales have increased 600%, yet the market saturation has reached scarcely 2%. Test your memory, Mr. Dealer, where have you ever seen obvious potential like this?

You have your greatest profit opportunity with **THOMAS ORGAN**—the lowest priced, highest quality line in the industry. Here is truly the greatest single advance in home entertainment since television... brought about through a new patented electronic development only **THOMAS** gives you. For that reason, **Thomas Electronic Organs** begin in the six hundred dollar range, several hundred dollars under competition... at the same time delivering **MORE FEATURES, MORE VALUE PER DOLLAR**. If you will compare **Thomas** voicing with any other organ on the market, you will find that here are true, legitimate organ voicings—rich in beauty and thrillingly life-like.

And remember... you enjoy that huge market resulting from selling the additional thousands of families who are able to afford the lower priced **THOMAS ORGANS!** he can learn to play. The **Thomas** is easy to play, consequently easy to sell. The **Thomas** self-teaching lesson plan gets your prospects to play **RIGHT NOW**... clears the way to a sale for **YOU!**

And **Thomas Organs** are easy to sell because of the **Thomas Organ Finance Plan**... no other like it... You sell at **NO MONEY DOWN** and **36 MONTHS TO PAY!** Thomas puts you in the organ business easily with a 12 month floor plan at low interest... And **Thomas** insures you of the opportunity to make full mark-up because you sell within a protected area. Our dealers make an average of \$354 per unit sold.

ONLY THOMAS GIVES YOU ALL THESE ADVANTAGES:
1. Complete full line of lower priced quality goods.
2. A true electronic organ in the \$600 price range.
3. A complete line of logical, easy step-ups.
4. All finishes and cabinet stylings!
5. Advantageous retail finance: **NO MONEY DOWN** and **36 MONTHS TO PAY.**
6. 12 month liberal CO-OP ADVERTISING PLAN in the industry.
7. The most variety of hard selling sales promotion and advertising supports.
8. A wide variety of hard selling action to put you in **BUSINESS AND SHOW YOU HOW TO MAKE SALES!**
9. A completely outlined plan of action to put you in **BUSINESS AND SHOW YOU HOW TO MAKE SALES!**

The potential is here, the profits are here, you should get into the organ business with **Thomas!** The time to act is now!

Sincerely,
Joe Benaron
JOE BENARON, President

Call, Write, Wire for Franchise Information!

Franchises are still available in some localities. If you are able to promote and merchandise this product, we can offer you the hottest deal in home entertainment today!

CISUM CORPORATION
2202 McKinney Avenue
Houston 3, Texas
Capital 4-1025

DAY MUSIC CO.
2182 North Lewis
Portland, Oregon
PRospect 5-4351

ELECTRONIC ORGAN DISTRIBUTORS
2433 E. Seven Mile Road
Detroit 34, Michigan
TW 1-3200

FOSTER-SILVEY CO.
47 Irby Ave., N.W.
Atlanta 5, Georgia
CEdar 3-3817

GENERAL APPLIANCE CO.
1101 Harney Street
Omaha 8, Nebraska
WE 4620

G. F. O. DISTRIBUTING COMPANY, INC.
1143 Santee Street
Los Angeles, California
Richmond 7-7201

HOLLANDER & COMPANY
3900 W. Pine Boulevard
St. Louis, Missouri
OLive 2-3900

BERNIE LA MOTTE DISTRIBUTING CO.
40 East Sixth Street
St. Paul, Minnesota
CApital 4-7662

ROTH APPLIANCE DISTRIBUTORS, INC.
647 West Virginia Street
Milwaukee 4, Wisconsin
BRoadway 1-1111

THE SAMPSON CO.
2244 So. Western Avenue
Chicago, Illinois
VIrginia 7-6363

SUPERIOR DISTRIBUTING COMPANY
1601 Baltimore Avenue
Kansas City 8, Missouri
VI 2-0151

N. C. TEAKLE CO., INC.
3242 Telegraph Avenue
Oakland, California
OLympic 8-1701

TEMPO ELECTRONICS
1505 Adams Street
Denver 6, Colorado
KEystone 4-3821

THOMAS ORGAN CO. EASTERN DIVISION
24-11 36 Avenue
Long Island City 6, N.Y.
EMpire 1-3084

VANGUARD DISTRIBUTORS, INC.
1262 East 38th Street
Cleveland, Ohio
EX 1-1805

WM. F. WINSTROM ORGAN SALES
1825 South Shore Drive
Holland, Michigan
EDgewater 5-5492

IN CANADA: MERCURY IMPORTING & DISTRIBUTING CO.
376 Niagara Street
Winnipeg 9, Manitoba
40-2859

HEAR THE
MARVELOUS
VOICING OF THE
THOMAS ORGAN

...fill in the coupon
and we'll send
you a free
demonstration
record.

Thomas ORGAN CO.

Division of Pacific Mercury Electronics
8324 Hayvenhurst Avenue, Sepulveda, Calif.

RUSH COMPLETE DETAILS ON A
THOMAS FRANCHISE!

Name _____
Address _____
City _____ Zone _____ State _____



Model RP1150



Model RP1130



Model RP1115

Three *One-derful*
sales builders from
General Electric...



Model RP1150. Deluxe high fidelity stereophonic portable. Four 5 1/4-inch speakers. 14 watts. Plays with lid closed...and with extension speaker enclosure either separated or attached to the turntable section. Loudness, continuous tone, and infinite balance controls. 45-rpm spindle included. Two-tone blue. **\$129.95***

Model RP1130. Exceptional styling and performance. Two 5 1/4-inch speakers—one of which is detachable from inside the lid and has a slot to allow for hanging on a wall. Plays with lid closed for improved tone. Volume, tone and infinite balance controls. 5 watts. Beige and white. **\$99.95***

Model RP1115. On-the-go styling and value-packed performance features. Weighs only 16 pounds. Cabinet lid splits into the two stereo speaker systems—each with a 5 1/4-inch speaker. Volume control on each channel, and tone control. Blue and ivory or tan and ivory. **\$79.95***

NEW ALL-IN-ONE STEREOPHONIC PHONOGRAPHS WITH DUAL AMPLIFIERS FROM \$79⁹⁵*

NEW from General Electric...three all-in-one, dual-amplifier portable stereophonic phonographs. All the fine styling, precise engineering and quality manufacturing you expect from General Electric...with easy-to-demonstrate step-up features. Four-speed automatic changer and ceramic

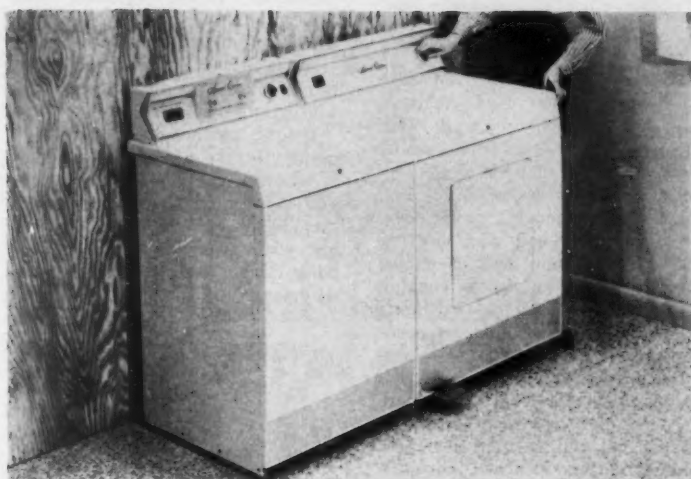
stereo/monaural cartridge. Rugged wood cabinets covered with easy-to-clean pyroxylin-coated fabric. Exceptional values...competitively priced...backed by big factory-paid magazine and coast-to-coast newspaper advertising. Get in touch with your General Electric distributor today.

GENERAL  ELECTRIC

*Manufacturer's suggested retail price. Slightly higher West and South. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.

new products

ANNA A. NOONE Editor



Speed Queen Deluxe washer A28 and dryer 109

Speed Queen Announces 1960 Laundry Line

Featured in Speed Queen's 1960 laundry line are Deluxe washer models A28 and A27; an electric dryer, 109; and 2 gas dryers, 13 and 136.

On A28 washer the "Conditioning Center" has 2 built-in dispensers which automatically add bleach and rinse conditioners to water at proper time during cycle; 2-cycles are featured on push-button timer dial: 1 for normal fabrics and 1 for woollens and other delicates; to operate, timer dial is set on desired cycle, then pushed in; at completion of cycle it automatically returns to start position without resetting by hand; by flipping a "no spin" button, dripdry garments are laundered automatically by eliminating the spin cycles; 3 easy-to-use flip action pushbuttons on the flexible programming tops provide choice of 2 settings: normal or delicate. Temperatures, cycle, agitation speed and spin speed buttons also can be set individually.

Features retained are the bowl shaped stainless steel tub; hinged top for easy servicing; special lid lock during spin cycles; 4-way lint removal.

A27 has same features as A28 except "Conditioning Center" lid lock and stainless steel tub; both

washer models available with or without Suds Saver.

Dryers

Flexible pushbutton programming; a "Speed Dry" cycle for normal fabrics and a modern lighted control panel highlight the 1960 electric and gas dryer line.

Two flip-action pushbuttons provide control keys for selection of hi, low or off heat; dial type cycle selector permits choice of normal or short drying periods; "Speed Dry" setting provides automatic drying of normal fabrics; regular time cycle can be used for heavy clothes, shag rugs etc. Stainless steel drum; germicidal lamp, in-a-door lint trap; magnetic door latches; foot operated door openers are other features; dryer stops automatically when door is opened and will not start again until safety restart button on top panel is pushed; hinged top for easy servicing of washers and dryers.

No. 109 is electric; No. 136, gas, has automatic electric ignition; No. 135 gas has safety valve pilot light. Gas models available for use with LP, manufactured, mixed or natural gas. Speed Queen, Div. McGraw-Edison Co., Ripon, Wis.



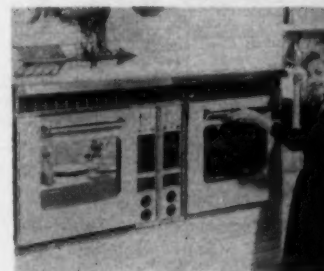
Hotpoint 30-in. built-in

Hotpoint Built-Ins

Hotpoint's 1960 built-in line of ovens and surface units consists of a 30-in. oven, seven 24-in. ovens and 3 surface units.

Newest is a single 30-in. oven RL75A and 2 new 24-in. ovens RJ76A and RJ77A. All ovens feature pull-off doors; new internal venting system and air cooled 3-panel door to make door cooler; a feature of the 3 above mentioned is a mirrored window, which acts like a mirror until interior light is turned on, when homemaker can see inside without opening door; also acts as vanity mirror. RL75A features 2 rotisseries; RJ76A and RJ77A have right or left-handed control panel mountings and special venting system above oven.

All 1960 built-in ovens have pull-off door and venting system; dou-



Hotpoint double oven RJ 85A

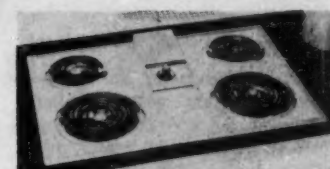
ble oven, RJ85A, has both doors removable; meat thermometer; single rotisserie. Deluxe single oven model has same features without a second oven. Both have see-through window.

Medium and budget priced ovens, RJ35A and RJ15A, have removable bake and broil units; reversible and straight racks; interchangeable door panels; automatic timing; extra thick insulation.

Hotpoint 1960 three 4-unit sec-

tions include a 4-cluster unit that fits into a 21 or 24-in. cabinet and two 4-cluster units that slip into 30-in. base cabinets. Deluxe 30-in. model RU45A has thermostatically controlled surface unit. Budget priced section, RU35A has no thermostatically controlled unit, but has an extra fast unit; 30-in. units have removable control panels for easy cleaning.

In addition a 21-in. unit that fits



Hotpoint Customline surface section

into a 24-in. base cabinet, No. RR35A features pushbutton controls and a 2600-watt Calrod. All surface units and ovens come in white, copper brown, yellow, pink, turquoise or brushed metal. Hotpoint, Inc., 5600 W. Taylor St., Chicago 44, Ill.



Sunbeam "Dual Deluxe" cleaner

Sunbeam Cleaner

Sunbeam enters the vacuum cleaner field with a "Dual Deluxe" cleaner featuring as optional equipment a turbine drive brush accessory for deep-down rug cleaning; features include lightweight housing less than 8-in. high; 1½ h.p. motor; efficient fan; step-on switchplate; large disposable paper dust bags; revolving vinyl suction control; plastic coated nylon reinforced suction hose; cleaner and turbine brush are packaged separately; tools include upholstery brush; triangular dust brush; crevice tool; easy-rolling; air-clutch instantly stops turbine action when handle is put in storage position; belt drive turns floor brush at 1800 rpm. Sunbeam Corp., 5600 Roosevelt Rd., Chicago, 50, Ill.

new products



Hoover floor washer No. 3500

Hoover Floor Washer

Hoover introduces an electric floor washer that wets the floor with clean water and detergent, scrubs it, then automatically vacuums up dirty water into separate tank from the clean water tank so only clean water is released for scrubbing floor each time—users hands do not touch water at any time; self-contained; slightly smaller than upright cleaner; contains water tank capable of cleaning two 9x12 areas without refilling; trigger on handle releases clean water and detergent through two 12-in. nylon-bristled brushes in nozzle; a press of dryer button on handle activates vacuum mechanism to pull dirty water into its special tank section; nozzle swivels to get in corners, under low furniture etc; wheels helps guide appliance across floor, and are retractable for storing on wall; yellow with red and black trim; weighs 11½ lbs.; tank holds over 1½ qts. water; convenient carrying handle on tank center; 425-watt a.c.-d.c. motor; removable suds control cake reduces foam and suds and inhibits growth of odor-producing bacteria in washer. The Hoover Co., North Canton, Ohio.



Puriton electronic range hood

Puriton Range Hood

Puriton's electronic range hood can be screwed into wall; needs no outside vents; dissipates grease, smoke and odors electronically as they are passed through washable aluminum filters and baffled strainers; air then passes before 6 elec-

tronic tubes that dissipate irritants; purifies, recirculates air.

Allows for extra shelf and cabinet space; plugs into any 110 volt a.c. outlet; comes in 30- and 36-in. lengths; 51-in. wide, 8-in. deep; white, coppertone or stainless steel.

Prices, from \$79.95 to \$109.95. Puritron Co., 15 Stiles St., New Haven, Conn.



Supreme portable can opener No. S-10

Supreme Can Opener

Can be used anywhere there is an electric outlet—counter, table, stove, patio, playroom; unbreakable nylon case with polished aluminum head; 110-120 volt, a.c.-d.c. air-cooled motor; folding magnetic lid lifter; chrome molybdenum steel cutting and dribbing wheels; equipped for wall hanging; sealed-in lubrication.

Price, \$16.95, Supreme Products Corp., Div., A.S.R. Products Corp., 380 Madison Ave., New York, 17, N. Y.



Philco Refrigerator No. 14RD03

Philco Refrigerator-Freezers

Six "Budgetmaster" refrigerator-freezer models, including one which will be in the 1960 line, for Fall selling. Line includes single door models and 2-door models with freezer at top; capacities run from 8 to 14 cu. ft.; models include 8RSO2, 8RSO3, 11RSO2, 12RD02, 12RD03 and 14RD03.

No. 12RD03 a 2-door deluxe with new Philco "Cold Proof" door insulation; has 12 cu. ft. refrigerator capacity and 2.89 cu. ft. freezer.

Prices, No. 11RSO2, \$269.95; 12RD02, \$299.95; 12RD03, \$399.95; 14RD03, \$369.95. Philco Corp., C and Tioga Sts., Philadelphia, Pa.



Frigidaire French Door wall Oven

Frigidaire Oven

A French door, wall oven, with space-saving twin doors features Frigidaire's sheer look styling; suitable for installation where traffic area is limited; doors require 10-in. less space for opening than conventional swing-down type; radiant broil and heating units, sealed and self cleaning; equipped with automatic cooking controls; automatic interior light; electric time signal and temperature dial; all in easy-to-read, eye-level panel; aluminum heat deflector shields controls when doors are open; fits into standard 24-in. cabinet or wall section; lever-action mounting attached to each side of oven outer wall eliminates need for drilling holes.

Automatic rotisserie optional; also radiant-wall broiler grill with water-cooled bottom; comes in satin chrome, Aztec copper, charcoal, turquoise, yellow, pink or white. Frigidaire Div., General Motors Corp., Dayton, 1, Ohio.



Waste King built-ins

Waste King Built-Ins

Waste King introduces a new line of electric and gas built-in ovens and surface units in Deluxe, Custom and Standard models: features of all electric ovens include a porcelain interior with rounded corners and rack support; removable door; a straight and an offset chrome plated non-tilt rack; positive oven door broil position simple installation; oven thermostat with selector for pre-heat, bake, broil; decorative heat deflector; smoke-free broiler pan; Deluxe and Custom ovens have an automatic 5½ hr. clock; minute minder; convenience outlet. Deluxe has a large safety-glass lock-in window.

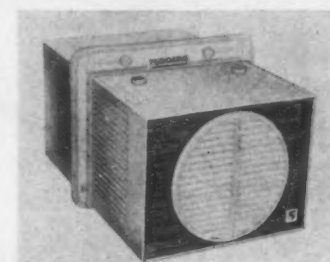
A removable rotisserie optional

with Deluxe or Custom. All come in brushed chrome, coppertone, pink, turquoise and yellow.

Brushed chrome 4-element surface units have 4 indicator lights; Hudee rim; porcelain drip bowls. Deluxe units include 1 speed heat element; a Thermo-control element; a 1500 watt, 7-heat control element and a 2100 watt element. Custom surface unit has 2 2100 and 2 1250 watt elements with 7-settings.

Gas ovens in same colors, have automatic burner ignition with safety shut-off; minute minder; flexible venting; easy-to-clean interiors; non-tilt racks; smoke-free broiler pans; automatic oven has a 5½-hr. automatic clock.

Deluxe surface units contain a giant size and 2 conventional center-simmer burners also a thermostatically-controlled burner; Custom unit has 2 giant and 2 standard size hi-low burners. Waste King Corp., 3300 E. 50th St., Los Angeles, Calif.



Feddners Minute Mount conditioner No. 10CM-2

Feddners 1960 Air Conditioners

The 1960 38-model line of Fedders window air conditioners includes three 1-h.p. models in Minute Mount series; 1 for casement windows, the others for standard double hung windows.

Casement 1-h.p. model 10CM2 is 14 in. wide x 10½ x 22½ in.; has thermostat; 2 fan motors with 2-speed evaporator fan; 7,000 Btu capacity; installed by removing glass from 1 casement section and sliding conditioner into place; 2 steel gravity locks hold unit at bottom, slide latches grip it at top; rubber gasket provides seal around 4 sides.

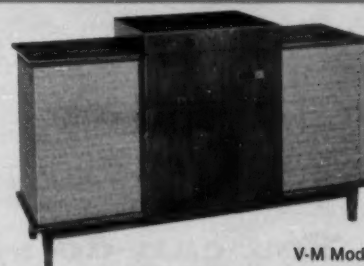
Standard Minute Mounts have 2-speed fan motors; thermostat; 12 x 25 x 14½ in.; 115-volt, 7½ amp. No. 10M-2, has 7,000 Btu capacity; 230-volt, No. 10M-3, 8,000 Btus; safety-fast mounting plate requires no bolts, hardware or tools.

"Four Seasons" Custom and Deluxe line get their heat from a combination of heat pump and resistance elements. "Four Seasons" models plus 6 straight heat pump models in 1, 1½, 2 h.p. capacities provide all methods of heating and cooling with 1 conditioner.

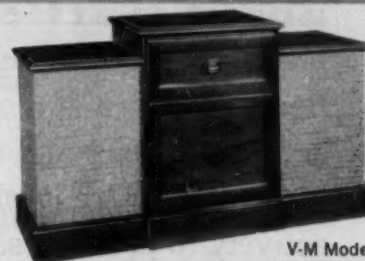
Featured in 115-volt straight cooling models is 12SS-2, 1 h.p. 7½ amp unit at 9,000 Btu; modernized version with improved features of



V-M Model 582



V-M Model 580



V-M Model 581



C = CENTRAL UNIT. S = SPEAKER SYSTEMS.

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A magnificent marriage with fine furniture

VIRTUALLY every fine furniture style that your customers want! From American Traditional to Contemporary . . . from Provincial to Scandinavian—the V-M exclusive design characteristics are packed with spirit, inspiration, **SELL!** They sell, too, as they thrill with their sparkling stereo reproduction—make every monophonic record sound better than ever. Here, in this exciting V-M line, you've got what it takes to chalk-up peak sales and profits!

The sensational 'Stereo/Modular' Series, Models 580, 581, 582

Exclusive V-M modular construction means limitless "arrangeability"! These magnificent instruments are beautiful integrated consoles—or the speaker enclosures can be separated for the stereo effect that suits the listener best. All three contain: famous V-M 'Stere-O-Matic'® 4-speed changer, 4 speakers: two 12" woofers, two 3.5" tweeters. Dual-Channel Amplifier provides 30-watts peak power output.

V-M Model 582. American Traditional in Genuine Cherry. \$365.00† List

V-M Model 580. Modern styling in Walnut or 'Sahara' Blonde in Genuine Fine Hardwoods. Complete with 12 legs for creating either complete console or 3-piece system. \$350.00† List

V-M Model 581. Provincial styling in Genuine Mahogany. \$360.00† List



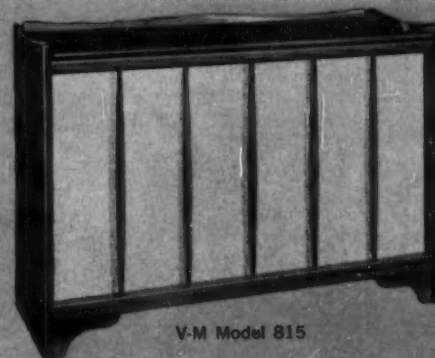
V-M Model 912

V-M High-Fidelity Stereophonic Console, Model 912

Scandinavian Contemporary design in Genuine Walnut or 'Sahara' Blonde. Dual-Directional Speaker System: two 12" woofers, two 3.5" tweeters. Dual-Channel Power Amplifier: 40-watts peak. AM-FM Tuner with A.F.C.

Model 912 in Walnut. \$409.95† List

Model 912 in Blonde. \$399.95† List



V-M Model 815

V-M High-Fidelity Stereophonic Console, Model 815

American Traditional styling in Genuine Cherry. Dual-'Stereo-Directional' Speaker System: two 12" woofers, two 3" tweeters. Dual-Channel Power Amplifier—40-watts peak.

\$279.95† List

†Slightly higher in the West

the Voice  of Music *

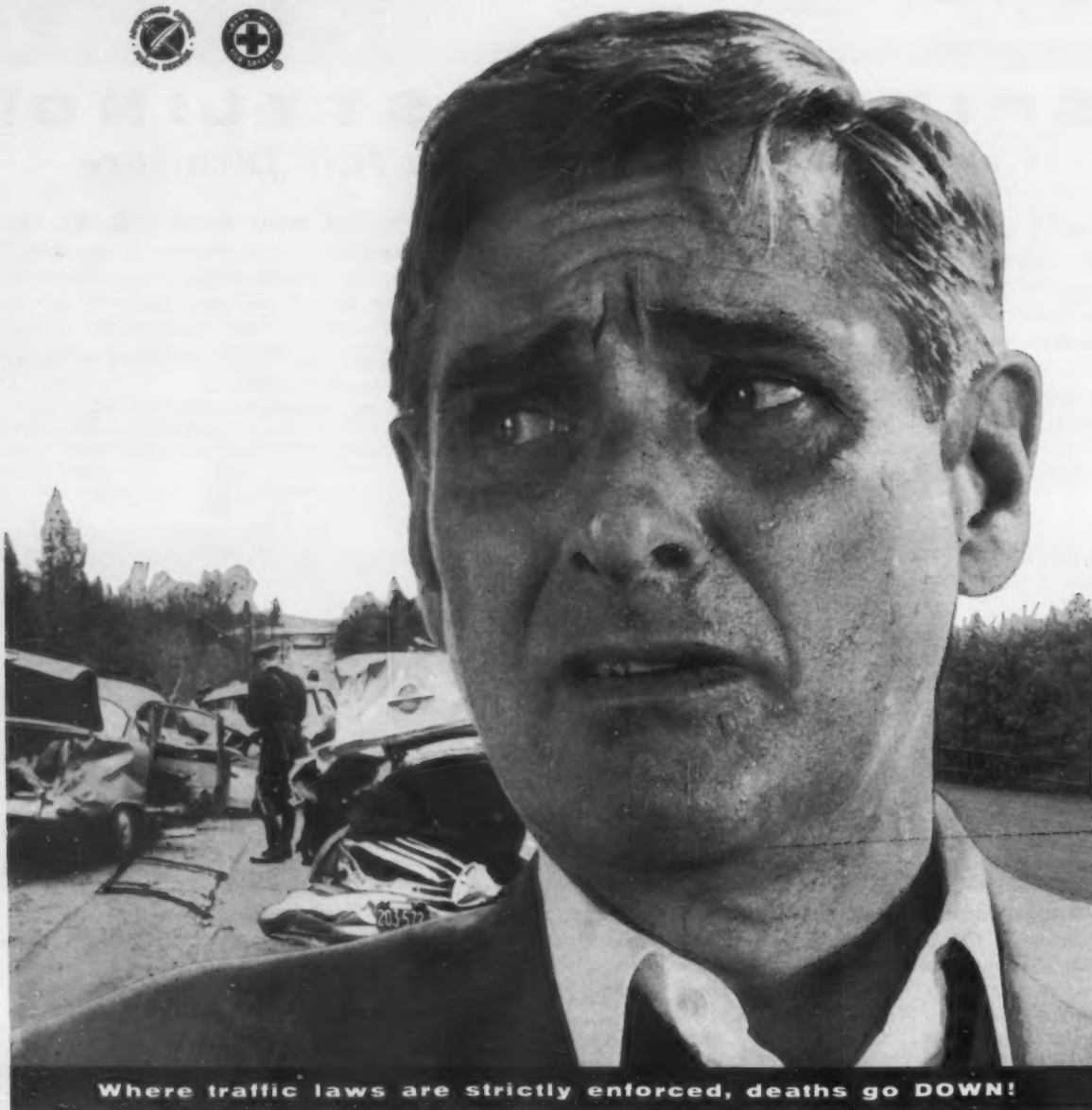
*T.M. OF V-M CORP.

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

"I wish I could have done something to help . . ."

You can do something

about traffic accidents! Drive safely yourself—obey the law. Sure. But you can do a lot *more!* Traffic accidents affect *everybody*. Reducing them is a community problem. Its solution calls for systematic, organized effort and cooperation with public officials—for teamwork and leadership. Here is where *you* can help. Join with others who are working actively to promote safe driving and secure strict enforcement of all traffic laws. Make your influence count. *Support your local Safety Council!*



Where traffic laws are strictly enforced, deaths go DOWN!

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V-M STEREO PORTABLE MODEL 314.
Warm brown and white washable leatherette.

FLIPS ITS LID!

*This perky portable
for super stereo
and super sales!*

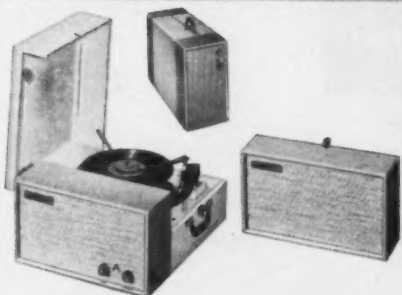


ONLY
\$79.95[†]
LIST!

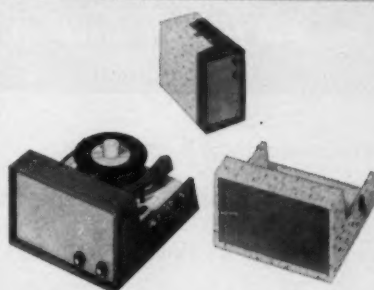
V-M's sensational new self-contained stereo portable

The two sections of this handsome case easily separate for superb stereo! Half of the unit is the V-M precision automatic phonograph that *plays ALL Stereo records*. Plays 33 and 45 rpm records, too, and makes them sound better than ever—as do all V-M stereos. The other style-matched half is the second speaker. It's light as a feather—weighs only 19 pounds. And best of all—it's priced to sell in volume!

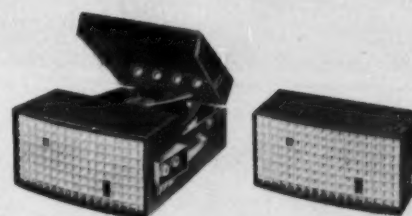
SELL THESE SMASH-HIT STEREO PORTABLES!



V-M 4-Speed Self-Contained Stereo Portable, Model 312—two 5 1/4" speakers in *each* section. Famous V-M 'Stere-O-Matic'® 4-Speed Automatic Changer—plays both stereophonic and monophonic records—all speeds! Blue and White Leatherette.....**\$109.95[†]** List



V-M 2-Speed Stereo "45" Portable, Model 301—Each section contains 6-inch speaker. Famous V-M automatic record changer plays stereo and monophonic 45 and 16 rpm records. Power output: 8-watts peak. Delightfully styled in Charcoal Gray and White Leatherette.....**\$59.95[†]** List



V-M 'Ultra-Deluxe' Portable High-Fidelity Stereophonic Phonograph, Model 557—Fashion-styled handle contains controls. Famous V-M Stere-O-Matic® 4-Speed Changer plays records of all types. Big 8" and 5" x 7" speakers. Blue-Gray 'Fabrikoid'® case.....**\$139.95[†]** List

MATCHING V-M AUXILIARY AMPLIFIER-SPEAKER, MODEL 162.....**\$49.95[†]** List

the Voice  of Music*

[†]Slightly higher in the West

*T.M. of V-M Corp.

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS AND TAPE RECORDERS

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for smaller
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ANSWER:
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New Products

FEDDERS Continued



Fedders "Four Seasons" conditioner

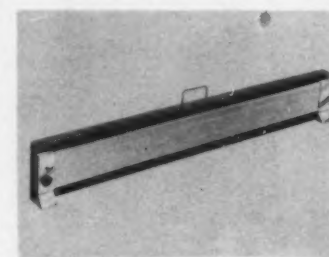
No. 812SS, has twin cylinder compressor; 3 rows of evaporator and 4 rows of condenser coils; 3-speed fan motor. No. 11S-2 and 11D-2 with 7,000 and 8300 Btus have 2-speed fan motors; No. 16CS-2, 1½ h.p. unit takes only 115-volts; 12,000 Btus.

The 208-230 volt 16 model series offers variety of capacities in 1, 1½ and 2 h.p. sizes; No. 11D-3, leader, 9400 Btu, 1 h.p. unit has 2-speed fan motor.

Highest capacity window unit, No. 22C-3, has 19,000 Btus; 5-row evaporator; 5-row condenser; has twin cylinder compressor and 3-speed fan motor.

1960 redesigned front features woven gold colored fabric-like mesh; Hawaiian tan cabinet and trim; control panel behind slide door in upper right front corner; Weather-Wheel provides 360 deg. air control.

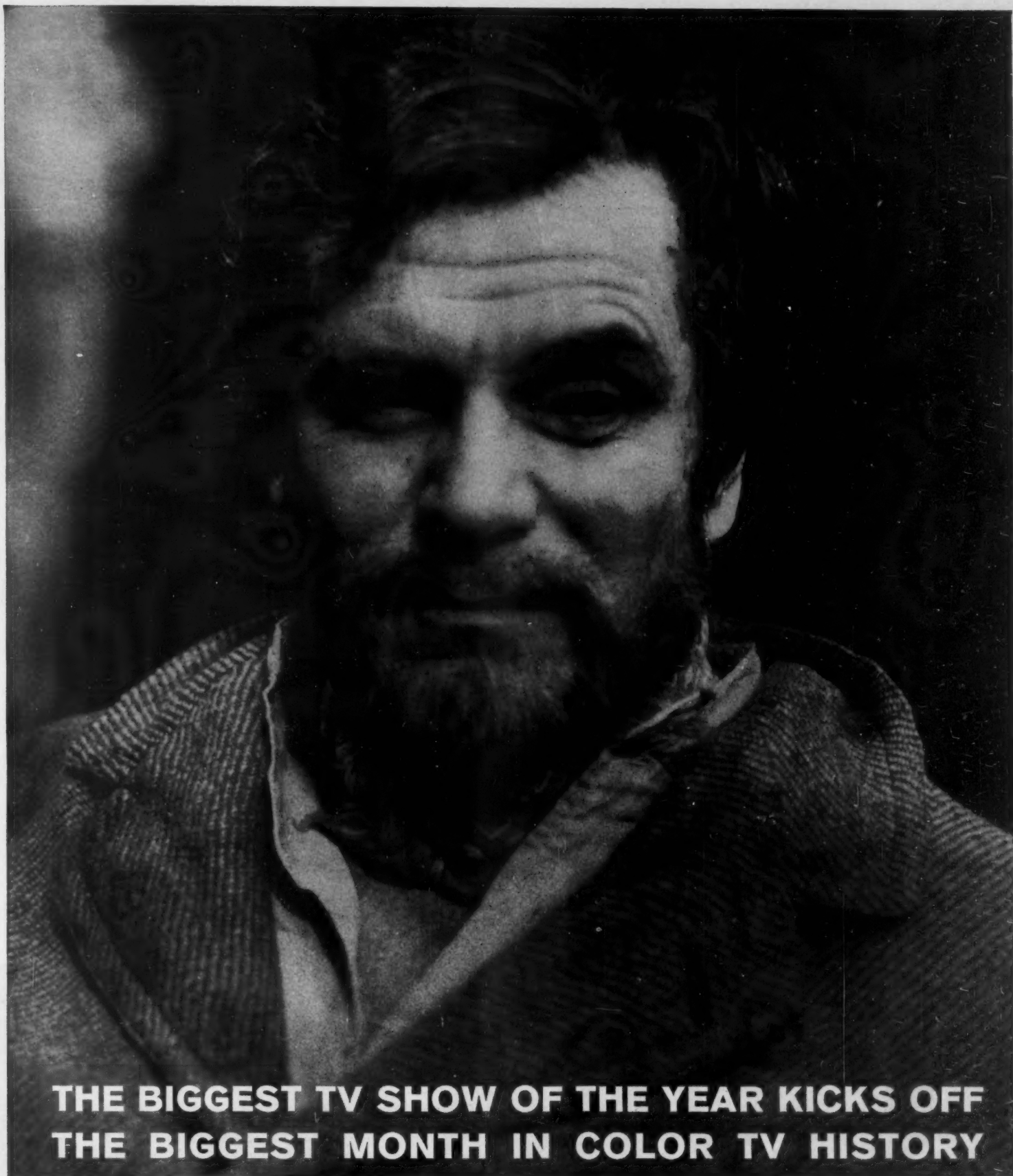
All models have zinc coated steel cabinets; double gasketing; washable permanent foam filter. Custom units have voltage compensator; except for No. 22C-3, all cabinets are 16½- or 19½-in. deep; mounting system for standard size units requires no drilling, measuring or figuring. Fedders Corp., 58-01 Grand Ave., Maspeth, 78, N. Y.



Emerson Electric baseboard heater

Emerson Electric Baseboard Heater

Emerson's portable baseboard heater gives circulation of heat throughout room without fan; easy to move; thermostatically controlled; 7½ in. high; 3 in. wide; rose beige with black and chrome finish; retractable handle; safety signal light tells when heater is on; 1350 watts, 115 volts; 4-ft. long; 4600 Btus. The Emerson Electric Mfg. Co., 8100 Florissant Ave., St. Louis 36, Mo.



THE BIGGEST TV SHOW OF THE YEAR KICKS OFF THE BIGGEST MONTH IN COLOR TV HISTORY

Sir Laurence Olivier starts it off October 30th with the RCA-sponsored "Moon and Sixpence." Then—BOOM! You're into Color TV's 5th Anniversary Month, the biggest 30 days you *ever* had to sell RCA Victor "Living Color" TV! Add it up. November's loaded with top color *programs*. Big football. Specials with Fred Astaire, Julie Harris, Art Carney, Ed Wynn, many, many more. It's all planned to give you pre-Christmas home-and-store demonstration opportunity. It's all backed by special holiday *advertising and promotions*. It *all* adds up to this: November is the month to move merchandise—and RCA Victor Newsmaker Color TV is the merchandise to *move*.



RCA VICTOR
RADIO CORPORATION OF AMERICA



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*Mark of Motorola
—the new mark of
quality of Television*

THE MOST



The most beautiful TV ever

Choice of magnificent new models. Broadest, most versatile line in Motorola history. Handsome cabinets to match any period setting.

For your furniture-conscious customers, another Motorola TV exclusive . . . Drexel® cabinets designed to match its popular furniture collections.

to sell in TV

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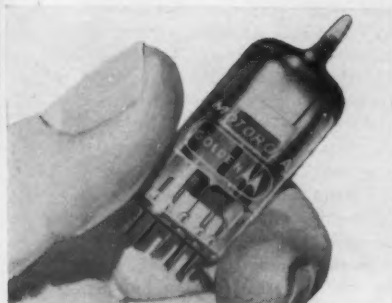
GOLDEN "M" TUBE

GOLDEN TUBE SENTRY UNIT

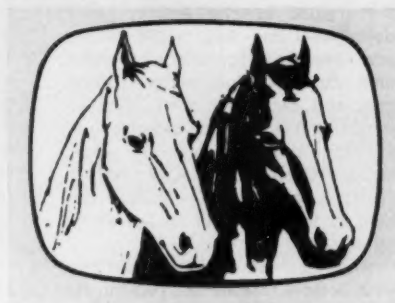
Motorola Golden Guarantee†: Full year guarantee on all Tubes and Parts plus 5 years on the Golden Tube Sentry* Unit.

Golden "M" Tubes and Parts. Important reasons why Motorola® TV lasts longer, is more trouble-free. They're designed to last 100% longer, on the average, than any other tubes ever put into home TV. New *Golden Tube Sentry Unit* ends shock of warm-up power surge, main cause of TV failure. Tube Sentry triples TV life expectancy, is engineered to eliminate 3 out of 4 service calls.

The most powerful TV ever



GOLDEN "M" FRAME GRID TUBE



20,000 VOLTS OF PICTURE POWER

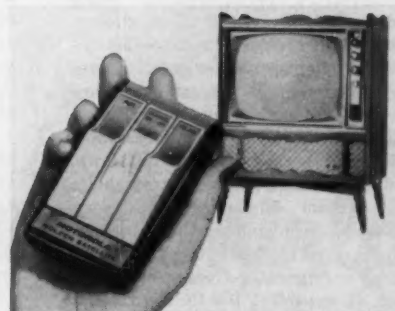
New Golden "M" Frame Grid Tube. Compared with ordinary TV, this tube gives Motorola TV 100% more power to amplify the incoming signal . . . cuts signal interference up to 50% to greatly reduce "snow" and "milky" effects. Extends TV reception up to 35%.

20,000 Volts of Picture Power give more brilliant picture contrast. Black shows blacker, white whiter. 180 Volts of Video Drive keep dots tiny and pinpointed for much sharper pictures. 3,600,000 cycles of picture information per second add extra picture detail and dimension.

The most convenient TV ever



CUSTOM-MATIC 4-WAFER CASCODE TUNER



GOLDEN SATELLITE IV WIRELESS REMOTE CONTROL

Custom-Matic 4-Wafer Cascode Tuner featuring exclusive Frequency Controlled Oscillator Tube. Ends fuss of fine-tuning when changing from channel to channel. Push in knob, rotate until picture and sound are fine-tuned. Tune each channel just *once*, and TV *stays* fine-tuned for good!

Golden Satellite* IV Perfected Wireless Remote Control turns TV on-off . . . changes channels . . . adjusts volume to 4 levels . . . mutes sound . . . all from way across the room. Without wires, batteries or tubes.

See your Motorola dealer for **THE MOST** any one line ever gave a dealer to sell in TV



MOTOROLA



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Lancer—Model 7P12. High-impact, hand-size styrene case in Ebony and White or Turquoise and White. Heavy-duty $3\frac{1}{2}$ " speaker and powerful 7-transistor chassis. Features direct-drive tuning, sensitive ferrite rod antenna and fold-away handle.

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"Transistors by Sylvania" perform where others fail

If you want to sell quality with extra profits in transistor portables here's the line for you. Sylvania radios incorporate the world's finest transistors designed and produced by Sylvania especially for radio use.

The complete line offers extra sensitivity, extra selectivity—and most important, extra reliability.

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The Scepter—Model 7P13. Plays where others often fail. Heavy-duty 4" circular speaker. Complete with sensitive, built-in ferrite rod antenna. Tough, leather-like case. Cinnamon Tan.

The Dart—Model 5P11. Two-tone color styling in Powder Blue and Turquoise or Coral and Antique White. Instant play, powerful five-transistor chassis. Heavy-duty $3\frac{1}{2}$ " speaker. Built-in ferrite rod antenna. Easy thumbwheel tuning. Antique white finish available in **The Modernaire—Model 5P10.**



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new products



Gibson Sovereign Frost Clear G-169 F01



Gibson Freezer G-135-F01

Gibson 1960 Line

Gibson's 1960 line includes 9 refrigerators, 6 freezers, 5 ranges, 2 dehumidifiers and 5 series of air conditioners.

Refrigerators

Top of refrigerator line, "Sovereign Frost Clear" G-169 F01, has bottom mounted freezer; 16.5 cu. ft. capacity; featuring 1-coil evaporator design; refrigerator compartment has 1-swing'r, adjustable and removable shelf; 1-sliding and 1 stationary shelf; 2 fold down half-shelves; 2 15-qt. porcelain crispers; 2 concealed interior lights; inner door panel has full width butter and cheese compartment 2 adjustable aluminum door racks; 18-egg rack and deep door shelf. Freezer section holds 162 lbs; has pres-toe opener; insulated on 6 sides; swing'r frozen food basket; sliding shelf; 2 inner door panel shelves hold 20 juice cans, 14 frozen packages.

Sovereign Automatic G-168 F01 with bottom freezer has 16.5 cu. ft. capacity; 171 lb. freezer; refrigerator section has Conditioned Air Refrigeration system of constant-circulation with no frost and no defrost water to empty; 2 sliding shelves; 1 permanent; 2 swing down half shelves; 2 15 qt. sliding, porcelain crispers; 2 concealed interior lights; butter and cheese compartments, adjustable egg racks, adjustable door racks; deep door shelf holds $\frac{1}{2}$ gal. cartons. Freezer section has 2 tilt-down, sliding baskets; ice cube tray shelf; ice cream compartment; 2 deep door shelves and pres-toe opener.

Imperial 2-Temp G-156 F01, 2-door refrigerator-freezer has 14.34 cu. ft. capacity; 100 lb. top freezer insulated on 6 sides; inner freezer door has rack for 9 juice cans and 12 frozen food packages; refrigerator section features adjustable and removable swing'r shelf; sliding shelf; stationary full width shelf; 2 sliding porcelain crispers; 2 concealed lights; butter and cheese door compartment; adjustable

aluminum door racks; egg racks; automatic cycle defrost.

Deluxe 2-Temp G-152F01, 14.34 cu. ft. 2-door refrigerator-freezer, has 100 lb. top freezer; inner door has rack and deep door shelf for frozen packages and juice cans. Refrigerator section has a full width adjustable shelf; 2 regular shelves; 2 sliding porcelain crispers; concealed interior light; butter and cheese door compartment, adjustable racks; automatic cycle defrosting.

"Market Master" "freezerless" refrigerator, Imperial G-149F01, has 2 removable, adjustable swing'r shelves; 1 sliding shelf; 1-regular shelf; 2 15-qt. sliding porcelain crispers; 11 lb. sliding porcelain meat chest; 12-lb. zero freezer'ette holds 2 ice cube trays, $\frac{1}{2}$ gal. ice cream, and a week's supply of juice; butter and cheese compartment, 3 adjustable aluminum door racks and 2 deep shelves.

Imperial automatic G-145 F01, 14.34 cu. ft. combination has 3 shelves, 1 adjustable; 2 15-qt. sliding porcelain crispers; inner door panel storage; automatic cycle defrost; 75 lb. freezer side swing door.

Deluxe G-144F01 has 4 shelves; a 15 qt. sliding porcelain crisper; dial-a-matic defrost; butter and cheese compartment; 2 adjustable door racks; 2 deep door shelves; 50 lb. freezer has side swing door and 21 lb. fresh'ner locker.

Deluxe G-116 F01 has 9.7 cu. ft. capacity; 43 lb. freezer with side swing door; 13.4 lb. fresh'ner locker.

Economy model G-113 F01, 9.7 cu. ft. refrigerator with 43 lb. freezer locker and side swing door; 13.4 lb. fresh'ner locker; dial-a-matic defrost; 3 egg racks; 4 door shelves.

All refrigerator models have 2-tone light blue interiors with gold trim; triple baked white Hylux exterior with diamond embossing.

Freezers

Freezer line features G-315 F01,



FD-96

Fastest drying known! 27 minutes or less!

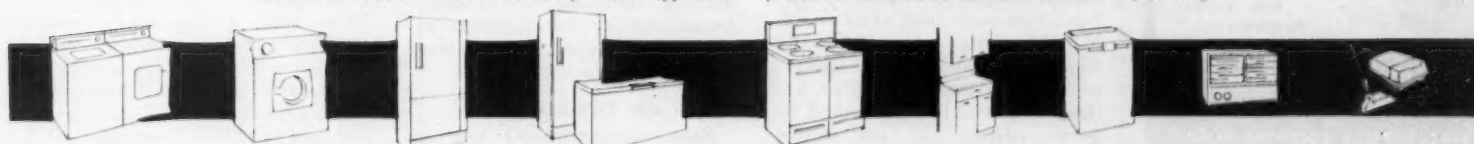
This super-speed RCA WHIRLPOOL gas dryer gives the fastest drying action known . . . drying a full 20-lb. load in less than 27 minutes, and like other RCA WHIRLPOOL dryers it's self-setting! At the turn of a dial, it sets the correct temperature, drying and cooling-fluffing time . . . then shuts itself off when clothes are "dry enough",

all automatically! Eight automatic cycles assure better, safer drying for any fabric from daintiest sheers to huskiest dungarees including wrinkle-free drying of wash 'n wears. Have the sales advantage of super-speed gas drying plus the faster-than-normal drying found in all RCA WHIRLPOOL dryers.

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***IWT MAKES EQUIPMENT
FOR THE BIG USERS OF
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WATERSIDE POWER STATION

This huge power plant in New York City has a half million-dollar IWT* Mixed-Bed De-Ionizer that provides high-purity water for high-pressure boilers at the fantastic rate of 5,000 gallons per minute—a total of over EIGHT BILLION gallons since 1954!

***IWT ALSO MAKES**



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WARMERS**

**98¢
COMPLETE
REFILLS
2 FOR
98¢**



KLEENSTEAM Water Conditioner is a miniature Mixed-Bed De-Ionizer that removes the dissolved impurities from ordinary tap water. It provides the equivalent of distilled water for uses where elimination of lime-forming deposits is important—such as steam irons, vaporizers, bottle warmers, etc. KLEENSTEAM is easy to use, convenient, neat, well-made, reliable, and inexpensive! At leading distributors, jobbers, or wholesalers—or write to IWT* for particulars.

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TREATMENT CO.**

840 CEDAR ST. • ROCKFORD, ILLINOIS
Specializing in Applications of
ionExchange Since 1937

new products

GIBSON (cont'd)

490 lb. "Frost Clear" upright operates on blast freezing principle; features include swing out basket; adjustable shelves and door racks; twin "guardian lights" that glow amber if temperature inside is normal, and red if not proper; automatic interior light; door lock.

G-318 F01, 18 cu. ft. upright has 2 refrigerated shelves; an adjustable and regular shelf and slide out basket, all full width; 5 door racks with package guard; 25 can juice dispenser.

G-314 F01 has Freeze-Flo freezing system which forms shelves and side plates from a continuous aluminum freezing plate giving 3-way freezing in each shelf; deep door shelves; 13.0 cu. ft. capacity.

G-310 F01, 10 ft. upright has Freeze-Flo system; 6 deep door shelves; designed to fit in 2 ft. floor space.

G-322 F01 has slide-out basket and 4 shelves, 1 adjustable and 2 refrigerated; 5 interior door panel shelves with package guards, juice can dispenser rack; 21.6 cu. ft. capacity.

TT-911A, 11 cu. ft. freezer and 9 cu. ft. refrigerator combination for food plans etc; refrigerator section features a sliding crispier; 2 slide out shelves; butter and cheese compartments; egg racks; automatic defrost; deep door shelves; bottom mount freezer has aluminum liner with freezing coils on 5 sides; 2 fast freeze shelves; sliding basket; 2 package racks and juice can dispensers on door.

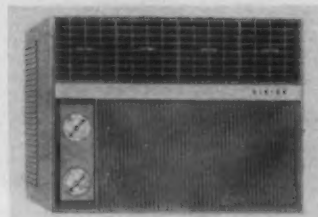


Gibson R5-37DO range

Ranges

Range line includes 2 37-in. and 3 30-in. models:

Imperial automatic 37 in., R5-37D0 has 22-in. wide oven with chromium oven floor and door with picture window; Jetline 3000 broil and 2000-watt bake units; Jetube surface cooking units have 7-heats; 8-in., 2100-watt front units and 6-in., 1500-watts rear units; automatic timer and minute minder; convenient outlet; recessed surface lights and oven light controlled by 4-way switch; roll out service drawer on fiber ball bearing rollers; swing-out door compartment;



Gibson "Suburban" air conditioner

picture frame chromium back-guard charcoal striped escutcheon; acid resistant white porcelain enamel exterior.

Deluxe R5-37C0 has basic features of R5-37D0 with blue porcelain oven interior and porcelain broiler pan and grill; 7-speed rotary controls; waterfall top with dripless edges; sides and front, acid resistant titanium.

Sovereign automatic R5-30LR, 30-in. model has 25% in. wide oven; chromium oven floor and door; picture window; automatic, built-in rotisserie; 3000- and 2000 watt oven units; 2 oven racks; porcelain broilerpan and grill; automatic timer, minute minder; 8-in. right front thermatic surface unit has thermostat that regulates heat; left front Super Jetube has 2700 watts instant heat unit; 4-position switch turns on recessed cooking surface lights, oven light or both; rotisserie operates whenever oven light is on; automatic convenience outlet; roll out service drawer; chrome picture frame backguard; charcoal striped escutcheon.

Imperial Automatic R5-30LD, 30-in., has 25% in. oven with banquet rack; chromium oven floor and door; picture window; automatic timer and minute minder, and other features of R5-30LR.

Deluxe R5-30LS has giant oven porcelain oven with 2 adjustable racks; porcelain broiler pan and grill; Jetube 8-in. 2100 watt units front and 6-in., 1500-watt Jetubes at rear; rotary controls; indicator light; 1-piece waterfall top with dripless edge; acid resistant titanium sides and front.

Dehumidifiers

Two dehumidifiers, DH-2050 and DH-2051 handle areas up to 13,000 cu. ft; remove 1-pt water per hr, or up to 3-gal. per day; 1/2 h.p. compressor, condenser with copper coils; 3 roller bearing casters and a plastic drip trough with standard garden hose connection. No. DH-2051 has an automatic humidistat that regulates degree of air dryness; unit turns on and off automatically as air moisture increases or decreases; also equipped with 8-qt. plastic basket.

Air Conditioners

Room air conditioner line features 5 series, all models in each series have same cabinet dimensions.

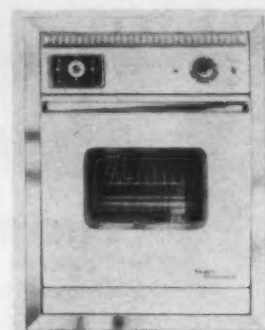
Economy series features 71-S with automatic air-sweep, a 1-h.p., 7 1/2 amp, 110-volt unit with thermostat; 2-speed fan; Perma-Chem filter; a plug-in unit needs no special wiring. All other Economy models are 1 h.p. A-6102, 7 amp., 230 volt unit; A-6171, 7 1/2 amps, 110-volts has thermostat; A-6111 12 amp. 110-volt unit has thermostat. All have 2-speed fan, Perma-Chem filter and adjustable grilles.

Personal series is a 7 1/2 amp, 110 volt, plug-in type for home or hotel bedrooms.

Suburban series consists of 3 models equipped with thermostat; 2-speed fan, Perma-Chem filter and adjustable grilles. B-6212 is a 1 h.p. 12 amp, 230-volt unit; B-6222 a 2 h.p., 12 amp. 230-volt model; B-6222 R identical to B-6222 except it has reverse cycle heat pump.

Metropolitan series, designed for complete flexibility in mounting; all outside air enters through rear; can be mounted as standard window unit or for through the wall sleeves; all are 1 h.p. with thermostat, 2-speed fan, Perma-Chem filter; adjustable grilles; F-6171, 7 1/2 amp, 115 volt unit; F-6111, 12 amp, 115 volts; F-6112, 10 amp, 230 volts; F-6118, 12 amps, 208 volts; F-6111R and F-6112 R are reverse cycle heat pump units; fresh air exhaust featured in all.

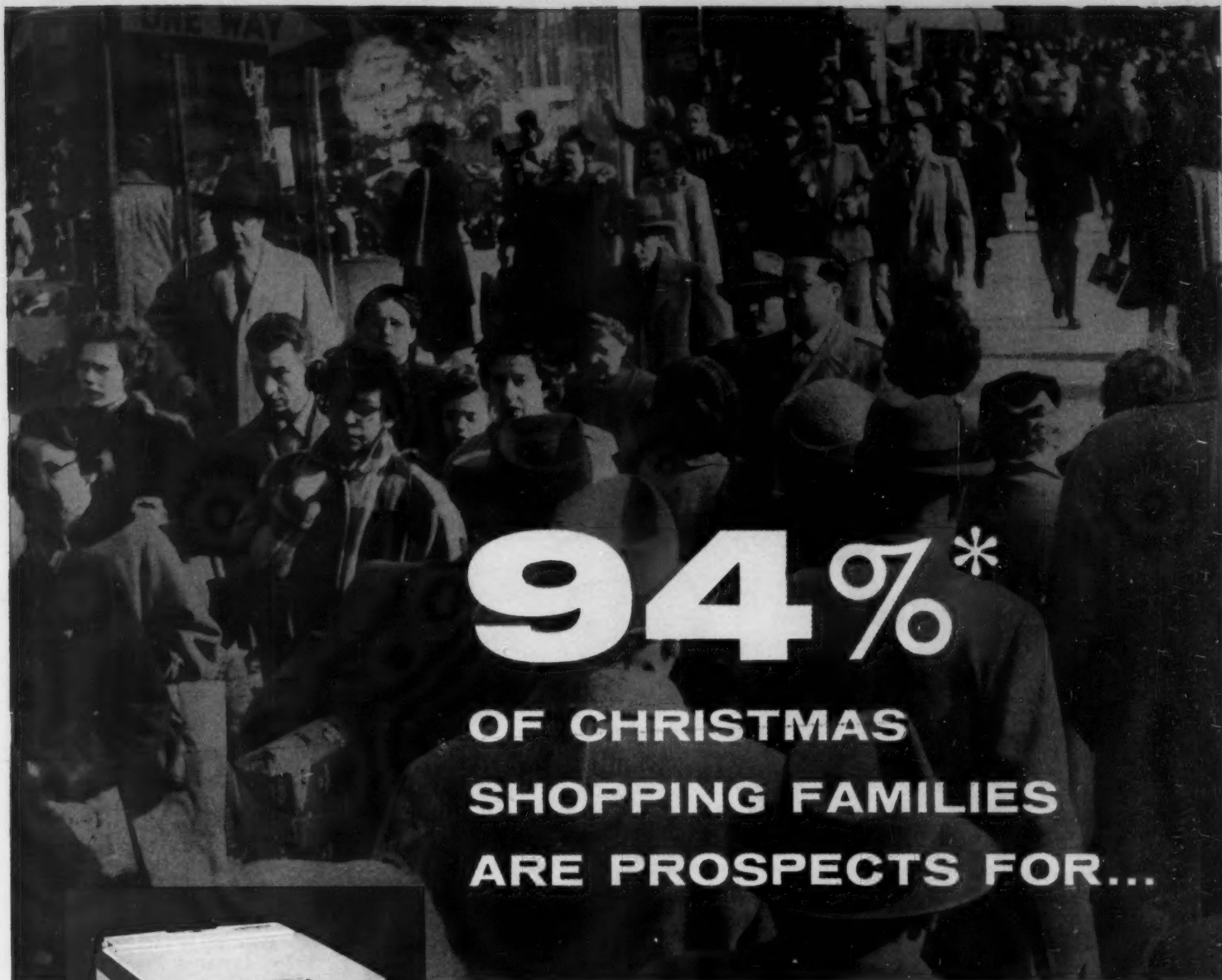
Texan G-6222, 2 h.p. unit will be merchandised on the "whole house cooling" there, but is suited for 1-floor stores, etc; operates at 12 amps, 230-volts; has thermostat, 2-speed fan and adjustable grille. Gibson Refrigerator Co., Div. Hupp Corp., Greenville, Mich.



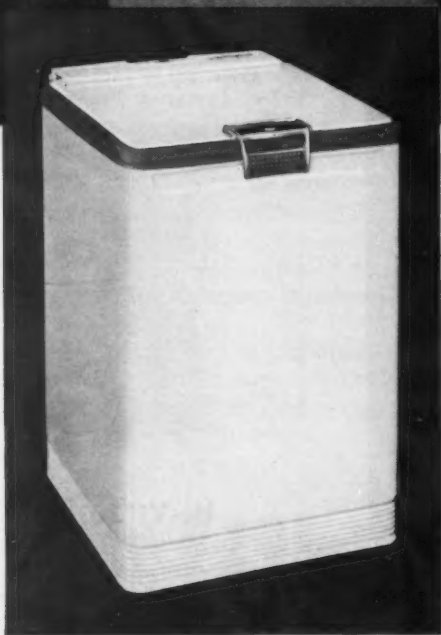
Vernois built-in oven series 240E

Vernois Oven

Vernois Broilmaster electric built-in oven models 240EC and 240E feature automatic temperature controlled oven broiling, eliminates need for having oven door partly open; automatic clock controlled broiling; automatic oven baking; eye level controls; rotisserie for rotary baking or broiling is optional; easy to install; fits most standard cabinet openings of 22-in. wide x 29 3/4 high; units without perma-view glass oven door are also available; comes in 7 decorator colors: satin chrome, and white, coppertone, pink, black, yellow and turquoise porcelain. Mt. Vernon Furnace & Mfg. Co., Mt. Vernon, Ill.



94%*
OF CHRISTMAS
SHOPPING FAMILIES
ARE PROSPECTS FOR...



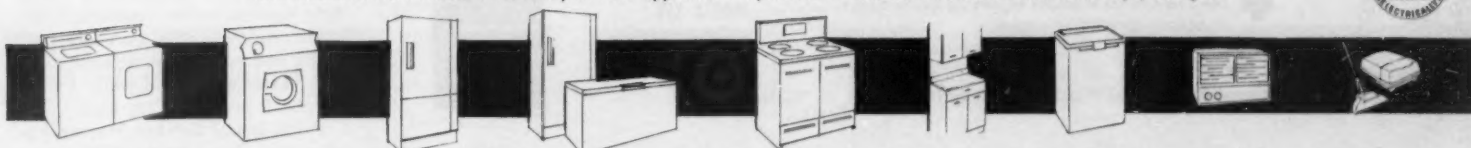
RCA Whirlpool DISHWASHERS

A portable dishwasher with bigger capacity than any other on the market . . . larger than many built-ins . . . and a market that's practically untapped. Less than 6% of the homes have dishwashers . . . and here's one with no installation problems, no service worries . . . and that eliminates all scraping, pre-rinsing, and still provides for easy loading, spotless drying and simple, easy washing of pots and pans. There's no better gift for year 'round satisfaction than the RCA WHIRLPOOL portable dishwasher. With more to tell . . . more to sell . . . it's easy to get your share, and more, of this big Christmas business.

*Dishwasher index of saturation 5.8% (Source: Electrical Merchandising, Jan., 1959).

COMPARE FEATURES AND PRICE AND YOU'LL SELL RCA WHIRLPOOL

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

built-in easy sell

What is it? Simple: Telectro's seven scintillating models for '59 have all the most wanted features ever built into a tape recorder line! They've got stereo — both record and playback, they've got clean, clear high fidelity, they've got smart, breathtaking colorful style. They've got a price for everyone... prices that draw like a magnet. They've got BUILT IN EASY SELL...to make them the most-wanted, the easiest selling tape recorders ever to hit the market!



TELECTRO has it...

MODEL 400

All stereo... has everything; 4 and 2 track stereo record and stereo play, dual track monaural record and monaural play, 3 speeds: 7 1/2, 3 3/4, 1 1/2 ips. 2 speaker woofer-tweeter hi-fi sound system. Professional quality pushbutton controls. Breathtaking beauty. The ultimate in stereo tape records. \$289.95.

MODEL 1975

4 track and 2 track stereo play and dual track monaural record and play, 2 speaker hi-fi sound system. 2 speeds: 7 1/2 ips and 3 3/4 ips. Decorator-styled tweed-grain case. Weighs only 15 lbs. \$119.95.

MODEL 1965

2 speed monaural record and playback. Single knob record/play control. Pushbutton speed control. Foolproof operation. Smart decorator styling. Weighs only 15 lbs. Over 75,000 in use! \$79.95.

MODEL 1985

2 speed monaural record and playback. Foolproof single knob control. 2 speaker woofer-tweeter hi-fi sound system. Decorator-styled tweed-grain case. Weighs only 15 lbs. \$99.95.

MODEL 360

4 track and 2 track stereo play. Dual track monaural record and monaural play, 3 speeds. 2 speaker woofer-tweeter hi-fi sound system. Second channel preamplifier only. Dramatic good looks. \$179.95.

MODEL 333

4 track and 2 track stereo play. Dual track monaural record and monaural play, 3 speeds. 2 speaker woofer-tweeter hi-fi sound system. Quality professional mechanism with pushbutton controls. Breathtaking beauty. \$219.95.

MODEL 359

Monaural version of Model 333. \$164.95.



Plus a complete line of matched speakers and amplifier-speakers for balanced high-fidelity stereo sound!

Products of Telectrosonic Corporation, 35-18 — 37th Street, Long Island City, N. Y., RA 1-2200.

New Products

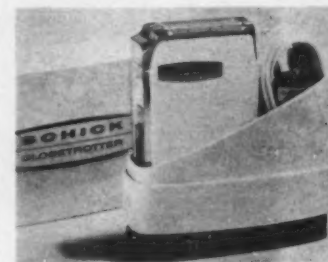


Schick Home/Travel shaver

Schick Shavers

Two new models have been added to Schick line of shavers for men: the 3-speed Home/Travel and the 3-volt Globetrotter.

Schick Home/Travel razor can be used at home, in cars, trucks, planes and boats; equipped with 2 cords, it can be plugged into a.c. or d.c. 110-volt outlets and operated at 3 speeds or with alternate plug can be connected to a 12-volt cigarette lighter in a car.



Schick Globe Trotter

Schick Globetrotter makes it possible for a traveller to use his razor in most parts of world; adaptable for a.c. or d.c. outlets abroad; control adapts it for 110-130 volts, 160-190 volts of 210-230 volts.

Price, \$31.50 each model. Schick Inc., Lancaster, Penna.



Hi-Vi juicer

Hi-Vi Juicer

Separates juice from fibrous pulp of vegetables or fruits such as carrots, celery, cabbage, tomatoes, apples releasing juices and expelling pulp automatically; 1/5 h.p. motor equipped with speed control governor; strainer mounted on heavy duty bearing device; centrifugal dynamic stainless steel shredder cuts fruits and vegetables without tearing; pastel green and white finish; weighs 9 lbs.; 13 1/2 in. high.

Price, \$89.95 Kitchen Master Appliances, Inc., 7175 Willoughby Ave., Los Angeles 46, Calif.

SELLS DISPOSERS IN 3 MINUTES



Drop in a handful of dried beans. Point out to your prospect the fast, simple operation, the safety control top and built-in reversing switch of the RCA WHIRLPOOL disposer. Turn the disposer on.



Here's convincing proof. The beans come out as finely ground powder, demonstrating what this disposer does to bones and other waste. You tell, show and sell in less than 3 minutes with this action display.

Now, for the first time, you have a disposer display that shows actual operation, is simple, fast to operate and does a convincing selling job. Use it on the counter or floor. No installation problem, no messy garbage, yet realistic and sales producing. Put it to work for you to demonstrate RCA WHIRLPOOL features like quiet operation, batch or continuous feed, safety control top, built-in reversing switch, simple installation and ease of operation.

Don't overlook this big, above-average profit market! Less than 10% of the homes own them, more and more cities are requiring them. Start today... demonstrate... sell... and profit with RCA WHIRLPOOL.

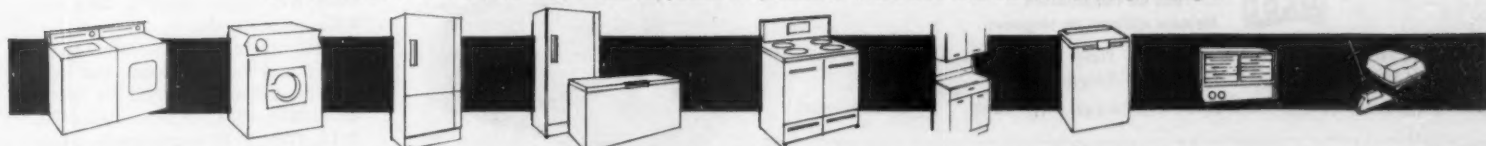
Call your
RCA WHIRLPOOL distributor
...he'll show you how to put
one of these "living" displays
selling for you!



Whirlpool

FOOD WASTE DISPOSERS

RCA WHIRLPOOL... America's first family of home appliances... products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

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**Quick
easy way**
to make pipe connections
FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for mak-
ing pipe connections. No pipe cutting or
threading. Only one bolt to tighten.
Quick, easy. Cuts cost. For installing wash-
ers, driers, gas refrigerators, heaters,
etc. Write for circular.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

NEW SOUNDCRAFT VINYL



THE ONLY TAPE
DESIGNED FOR
EVERY
ELECTRICAL
TAPING JOB!

Sell the electrical tape that's got everything!
**COMPLETE PROTECTION
AGAINST INSULATION FAILURE**

• Tremendous durability • Perfect con-
formability • High dielectric strength
(10,000 volts) • Excellent adhesion and
staying power • Non-combustible • Ex-
treme resistance to aging • High
resistance to temperature and humidity
extremes and remarkable adaptability
to a wide variety of uses!

REEVES **SOUNDCRAFT** CORP. Great Pasture Road
Danbury, Conn.

RTS
manufacturers of the world's finest magnetic recording tapes

Make friends with your customers



The gleaming finish on that new
television set played a large part in
closing the sale. Will it be marred by
ugly scratches before it is delivered?
Not if you protect it with Webb Wrap-
abouts. Made of water-repellent can-

vas, thickly padded and flannel-lined,
they last for years. And they protect
everything—the appliance, the cus-
tomer's woodwork and your reputation
as a service-minded merchant. Why
not write for information today?



WRAPABOUTS

For Radio, HiFi, TV
and Air Conditioners
For major appliances use Slingsabouts

Webb Manufacturing Co.
29188 N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and
Slingsabouts for

☐ TV ☐ washers ☐ refrigerators ☐ ranges ☐ radios ☐ air conditioners

FIRM NAME

ATTENTION:

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CITY

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STATE

new products



Mirro-Matic percolator No. 170M

Mirro-Matic Percolator

No. 170-M submersible Mirro-
Matic percolator brews from 5 to
10-cups; features newly designed,
detachable thermostatic control
with reminder light that blinks on
and off when ready for serving;
goldtone Alumilite base provides
contrast with polished aluminum
finish and black, plastic handle;
spoutless pouring; screw-in glass
top.

Price, \$14.95 Mirro Aluminum
Co., Manitowoc, Wis.

running motor, new design and
styling.

Rollmaster convertible shaver is
a dual voltage shaver with self-
adjusting rollers that automatical-
ly adjust to every face and beard;
rolled inner cutters for closer, more
comfortable shaves; Car-Boat
Home converter cord adapts Roll-
master to any 12-volt direct cur-
rent system as well as 110/120 a.c.
d.c.

Prices, "Elegance", \$21.50; LS4,
\$12.50; Rollmaster, \$26.50 Sun-
beam Corp., 5600 Roosevelt Rd.,
Chicago, 50, Ill.



Arvin baseboard heaters

Arvin Baseboard Heaters

Safety limiting thermostats in
every section of baseboard unit is a
feature of the new Arvin heaters;
if any area is blocked the unit
automatically cycles off-and-on so
temperature never reaches danger
point; low wattage units are 4½ in.
tall, 1½ in. thick; can be installed
under low picture windows or cabi-
nets; high wattage units are 6-in.
tall, 2-in. thick; either type can be
installed against wall studs; to
rod-type elements are welded con-
tinuous radiating fins to eliminate
noise, provide faster heat transfer;
assemblies are mounted on full
floating holders for expansion and
contraction. Chrome baffle reflects
heat into air passages; secondary
air passage in rear keeps back
cool; units are prewired so they
may be joined end-to-end without
adding wire; separate thermostat
section can be connected at either
end or a wall mounted thermostat
may be used; connecting strips
available for multiple installa-
tions; low wattage units come in
3, 6, and 9-ft. sections; Btu output
for each size on 240-volts is 1434,
3140 and 4847 respectively; on 208
volts, a.c., output is 1071, 2355 and
3635 respectively.

High wattage units come in 3,
4½, 6 and 9-ft. sections; Btu out-
put on 240-volt current is 2867,
4573, 6280, 9693; on 208-volts, 2150,
3413, 4710, 7270 respectively; beige
baked enamel finish. Arvin Indus-
tries, Inc., Columbus, Ind.



Sunbeam Lady "Elegance"

Sunbeam Shavers

Sunbeam has 2 new ladies elec-
tric shavers and a car-boat-home
Rollmaster convertible shaver.

"Elegance," Lady Sunbeam, fea-
tures smooth-surfaced "guardian
rollers" to protect sensitive skin;
specially designed 'comfort zones'
on outer shaving heads for com-
fort; 2-times more shaving surface;
"Elegance" LSM comes in Parisian
pink or blue, white leatherette case
with gold-toned trim. LS4, has
micro twin shaving head, smooth-



Sunbeam Rollmaster

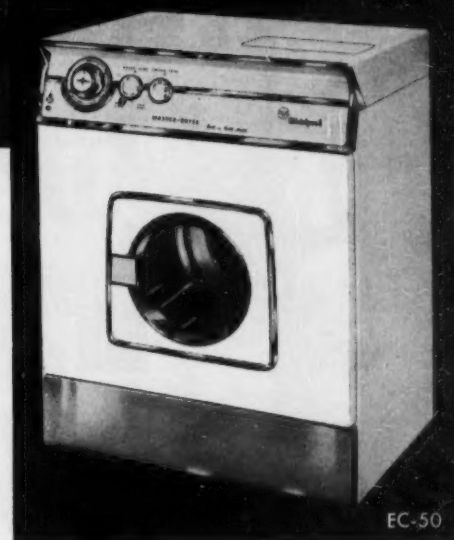


FOR BEST WASHING AND DRYING

Look... Compare! RCA WHIRLPOOL
is a FULL-SIZE 10-lb. washer and dryer,
both in one unit only 33" wide!

Why settle for anything less? With the RCA WHIRLPOOL washer-dryer you sell biggest capacity . . . most economy . . . fluffier, wrinkle-free drying . . . cleaner washing! Remember, drying's just as important as washing in a washer-dryer . . . and here's the *one* that does both better. All these advantages, plus features women want most — mean more demand, more sales, more profits for you.

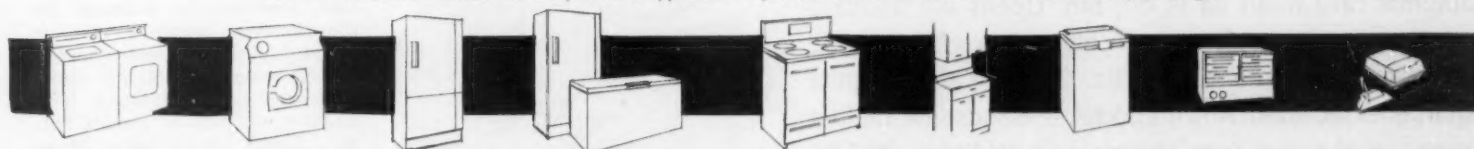
See your RCA WHIRLPOOL distributor NOW!



Whirlpool

WASHER-DRYER COMBINATION

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

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TERRITORIES OPEN
for Qualified Distributors

Harmothord

electric chord ORGAN



40 Chords
34 Adult Width Keys
Steel Reeds

complete with legs
LIST
\$159.95

Harmophone

ROYAL
(Portable)



LIST
\$135.00

Harmophone

IMPERIAL
(Console)



LIST
\$149.95
complete
with legs
matching bench
LIST \$11.95



MUSICAL PRODUCTS CORP.

A Subsidiary of ST. LOUIS MUSIC SUPPLY CO. 3711 West Pine Blvd. St. Louis 8, Mo.



SWING-A-WAY AUTOMATIC-ELECTRIC

CAN OPENER and KNIFE SHARPENER starts at the touch of a finger, and turns itself off automatically when lid is cut out. Opens all standard cans . . . leaves a safe, smooth edge. Powerful, ceramic magnet picks up the cut-out lid. Full-size electric knife sharpener included. And it's portable. Handsome cabinet in choice of colors, with chrome and gold trim. **\$27.95**

SWING-A-WAY MANUFACTURING COMPANY • ST. LOUIS 16, MISSOURI

new products



Swing-A-Way can opener

Swing-A-Way Can Openers

No. 2200 table type automatic can opener starts at press of button and turns itself off automatically; opens all standard cans; ceramic magnet picks up cut-out lid; white plastic case with chrome trim.

A Swing-A-Way slide-away undercabinet bracket is also available for mounting models 2100 and 2200 can openers in built-in fashion under wood or steel cabinets; openers pull out for use, slide-away for storage; and are easily removable for portable counter use if desired. Swing-A-Way Mfg. Co., 4100 Beck Ave., St. Louis, 16, Missouri.

training cup and tot-size fork and spoon; break-resistant plastic.

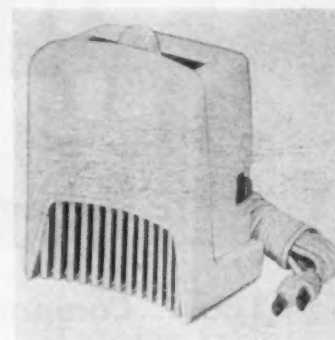
Prices, No. 1661 set, \$5.98; (bottle warmer with vaporizer attachment only, \$4.98); No. 1624, \$6.98. Hanksraft Co., Reedsburg, Wis.



Radiantglass baseboard heater No. 650B-24

Radiantglass Heater

Radiantglass baseboard heater, No. 650B-24, operates on 240-volts and 650-watts; sections can be joined end-to-end at corners where angles are required; accessory include thermostat section; duplex electric outlet section and inside corner section; anodized aluminum with rust and tarnish-proof golden brass finish; Pyrex glass element; overall size 7 $\frac{1}{16}$ in. high, 3 $\frac{1}{2}$ in. long and 2 $\frac{1}{4}$ in. thick. Allied Precision Industries, 425 Stevens, Geneva, Ill.



Cory "Genii" deodorizer

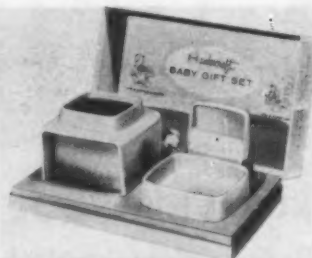
Cory Deodorizer

The Genii room air freshener-deodorizer and vaporizer purifies air, destroys air-borne bacteria and mildew; deodorizes; vaporizes, with medicated or scented air treatment blocks.

Price, \$3.95 Cory Corp., 3200 W. Peterson Ave., Chicago, 45, Ill.

Meier Attic Fan

Versa-Mount attic fan mounted vertically or horizontally with no change in motors; comes in 4 blade diameters: 24, 30, 36 and 42 in.; features include quiet propeller with blades of die formed aluminum, electronically balanced for vibration-free operation; fan is mounted in deep bell orifice in steel frame; heavy-duty $\frac{3}{4}$ in. shaft; automatic ceiling shutters have double guide bars to prevent flutter; fusible safety links; Meier Electric, 3525 E. Washington St., Indianapolis 7, Ind.



Hanksraft 3-piece baby set

Hanksraft Baby Sets

No. 661 3-piece baby gift sets includes an automatic bottle warmer, vaporizer attachment and food warming dish styled in break-resistant plastic.

No. 1624 "4-in-1" baby feeding set includes automatic bottle warmer; 3-compartment, 8-in. plastic feeding dish; spillproof, no-tip



Hanksraft 4-in-1 set

DOUBLE IMPACT FOR CHRISTMAS SELLING



**New! Exciting!
Sno-Flok Promotion
Will Help You Sell**

The one with the selling power
of two . . . electric motor-driven
brush power of an upright . . .
suction power of a canister.



plus an economy model at a
Christmas "bargain" price.

RCA Whirlpool HOME CLEANING SYSTEM

"Sno-Flok" . . . the ideal premium for use with the ideal gift . . . the RCA WHIRLPOOL home cleaning system. With it, you offer your prospects the opportunity to transform an ordinary Christmas tree into a \$25.00 beauty. The brand new Sno-Flok "do-it-yourself" kit, powered by an RCA WHIRLPOOL cleaner, has year around use for flocking center pieces, party decorations and favors for home, church or club activities.

Use this unique promotion to sell more than your share of the 895,000 vacuum cleaners that will be sold this Christmas season.

**Call your RCA WHIRLPOOL distributor for
the sales-producing details.**

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

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new products TV and RADIO



Admiral "Comet" Y2009

Admiral Color TV

Admiral re-enters color TV market with 5 21-in. models in 2 series: 2 Super and 3 Imperial.

Super series consists of a table model with legs or optional base and a contemporary console. Both come in 4 cabinet finishes; chassis provides 22,500-volts picture power for all-glass aluminized color picture tube; tinted optic filter eliminates reflection and glare; improves picture contrast.

Imperial series, decorator-approved consoles (contemporary, traditional lowboy and modern lowboy in genuine wood veneers), feature automatic pre-set fine tuning control; 3 full fidelity speakers, including dual cone unit and 2 tweeters; stereo input jack for TV audio to complete a stereo sound system.

All models have front controls, channel indicator, full range tone control and controlled tube warm-up; chassis has etched circuits.

Prices, Super series from \$595 to \$715; Imperial series from \$795 to \$905. Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.



Packard Bell Showcase No. 21DK3

Packard-Bell TV Combination

"Stereo Showcase" No. 21DK3 combines a 21-in. TV, all-in-one stereo hi-fi, 4-speed record player, AM-FM radio and complete remote control in lowboy styling and 3 finishes: Colonial, Scandia or mahogany; sliding tambour door covers picture tube; has a Decorator Range-finder chassis with RM 203 "Control Master" a complete remote control including push-pull, on-off and dimension control; dual

bass, treble and loudness controls; selector switch and tuning; 4 speakers are front mounted.

Price, \$645 in mahogany; \$675 other finishes. Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles, 64, Calif.



Hoffman TV No. SL1347

Hoffman TV and Stereo

A leather bound, saddle stitched, portable, 17-in. Spanette TV set, No. SL1347, and a 6-speaker stereo portable, No. 811, is announced by Hoffman.

Portable TV set features a slenderized cabinet, 7 $\frac{1}{2}$ -in. deep and a Mark 10-S chassis; 17-in., 110-deg. wide angle picture tube; features include a full power transformer; 19 tubes; parallel heaters; hand wired chassis; neutrix light shield; front controls; brushed brass carrying handle; comes in mahogany, blonde or walnut as well as leather.

Portable stereo hi fi phono, No.



Hoffman stereo No. 811

811, Stereo Pal has matched 6 speaker sound system: two 6-in., two 4-in., and two 3 $\frac{1}{2}$ in.; covered brown alligator, ivory or blue, designed as luggage; can be played with 2 speaker compartments attached to main unit or detached up to 24-ft. apart; 4-speed Glaser-Steers changer plays 33 $\frac{1}{3}$ and 45 records automatically in any sequence; standard equipment includes a ceramic turnover cartridge with diamond/sapphire styli; transformer-powered amplifier with 20-20,000 cycle response; separate bass and treble controls.

Prices, TV, \$239.95; stereo, \$199.95 Consumer Products Div., Hoffman Electronics Corp., 3761 S. Hill St., Los Angeles 7, Calif.

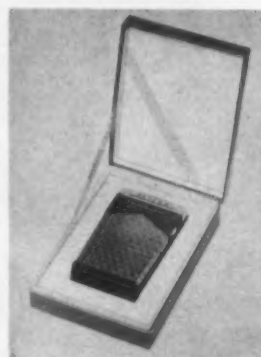


"Teacart" TV 17T-1

Packard-Bell Portable TV

Tran-portable "Teacart" 17-in. TV, No. 17T-1, a full size console reduced in size, less than 8-in. deep; hardwood cabinet in walnut or maple has carrying handles and vacuum formed styrene back; New computer control dialing flashes station numbers upon a visual display similar to that used in military computers. A 2-wheel metal and wood teacart with matching bar-finish-top available optional.

Price, \$199.95 walnut; \$209. maple. Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles, 64, Calif.



G-E pocket radio P830

G-E Pocket Radio

Weighing 11 oz., featuring 6 transistors plus a crystal diode this shirt pocket radio is available in charcoal and gold (P830; or blue or gold (P831); measures 2 $\frac{1}{2}$ in. wide x 4 $\frac{1}{4}$ in. high and 1 $\frac{1}{4}$ in. thin, 2 $\frac{1}{2}$ in. speaker; 9-volt battery pack uses Eveready No. 226, Burgess P6 or P6M, or Ray-O-Vac 1600; plays 75 to 90-hrs. intermittent listening.

High impact polystyrene plastic case has rounded edges and corners, built-in ferrite rod antenna and built-in easel on back; front thumb wheel control on-off volume has rear thumb wheel; slide-rule dial features large numbers; earphone jack permits plug-in of accessory earphone attachment; carrying case available as accessory with adjustable strap.

Price, \$34.95 General Electric Co., Housewares and Radio Receiver Div., Bridgeport, Conn.

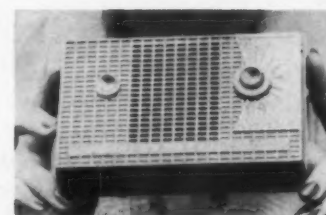


Zenith Royal 500E portable transistor

Zenith Transistor Radio

An advanced design version of Zenith 500 all-transistor pocket portable radio is announced; unbreakable nylon case provides up to 300 percent more signal sensitivity, and greater station selectivity; weighs 20 $\frac{1}{2}$ oz.; plays in trains, planes, boats, automobiles, steel buildings as well as home or office; earphone can be plugged in; 100 milliwatts undistorted output; speaker is acoustically mounted to cabinet for clear, natural bass response; powered by 4 penlite or 4 mercury batteries; in ebony, maroon or arctic white and red with gold trim.

Price, \$75. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, 39, Ill.



Admiral color TV C71N22

Admiral Transistor Radios

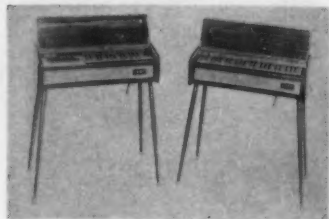
A 7-transistor pocket radio, Comet, No. Y2009, with all-American components by American craftsmen is announced by Admiral; weighs less than 1 lb.; non-breakable case; 7 matched transistors and 2 germanium crystal diodes; push-pull Class B audio output circuit, automatic volume control; built-in ferroscope antenna; Alnico 5 speaker; measures 3 $\frac{3}{8}$ x 5 $\frac{1}{16}$ x 1 $\frac{11}{32}$ in.

A deluxe Comet series, Y2011, 2, 3, with "battery miser"; plug-in jack for earphones; carrying handle and stand; 3 colors.

Starliner, Y2023, 7-transistor personal radio has slightly larger case than pocket model with vernier tuning; 1 knob turns radio on-and-off and adjusts volume.

Price, Y2009, \$29.95; Y2011 series, \$34.95; & 2023, \$39.95. Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.

New Products



Kent chord organ

Kent Organs

A control for volume swell is now standard equipment on all Kent organs; 12-chord model is equipped with control lever on front panel; 50-chord model is equipped with a knee control, as is the piano key model.

All models available with or without legs in mahogany, walnut or blonde finishes. A library is also available with books for 12- and 50-chord instruments.

Prices, 12-chord model, \$99.50; 50-chord model, \$159.50; piano key model, \$139.50. Buegeleisen & Jacobson, Inc., 5 Union Square, New York 3, N. Y.



Harmony stereo portable No. 220

CBS Portable Phonos

CBS Electronics announces the 1960 Harmony phono line including 3 stereo and 2 monaural units.

No. 224, 4-speaker sound system (two 6-in. and two 3-in.) a detachable remote speaker cabinet with 12-ft. cord in 2-tone tangerine and gray; Columbia CD jeweled-styli cartridge, 4-speed automatic record changer with automatic shut off plays 7, 10 and 12 in. records, intermixes 10's and 12's.

No. 220, two 5-in. speaker CBS-Ronette jeweled styli turnover cartridge; 4-speed automatic changer; automatic shutoff; detachable remote speaker cabinet.

No. 208, two 4-in. speakers; CBS-Ronette jeweled styli turnover cartridge; 3-speed manual turntable with 45 rpm adapter; detachable remote speaker cabinet.

Monaural portable No. 204 4-in. speaker; CBS Ronette jeweled-styli; turnover cartridge; 3-speed monaural turntable; 2-tone gray.

No. 216, 4-in. speaker and CBS-Ronette jeweled-styli; 4-speed automatic record changer with automatic shutoff; turquoise and white.

Prices, Stereos from \$99.95 for No. 224 to \$39.95 for No. 208; monaurals, \$24.95 and \$49.95. CBS Electronics, Div. Columbia Broadcasting System, Inc., Danvers, Mass.

1913 RANGE HELPS YOU SELL TODAY'S



RCA Whirlpool RANGES

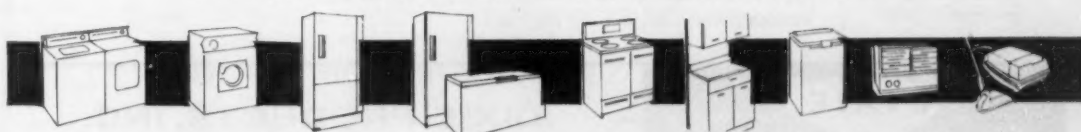
There's a big traffic-builder ready to go to work selling for you — it's the RCA WHIRLPOOL range "Dependability Promotion" featuring a 1913 Estate range, forerunner of today's modern RCA WHIRLPOOL models. Flocks of prospects will be attracted to your store. Get in on this unique "customer catcher"!

Call your RCA WHIRLPOOL distributor... he'll show you how you can depend upon the "Dependability Promotion" to produce more profits for you



Two of today's dependable RCA WHIRLPOOL complete line of modern gas and electric ranges

RCA WHIRLPOOL... America's first family of home appliances... products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

Join up!... it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

YOU'RE ahead with DIXIE

in Sales and PROFIT!



You're ahead in sales and profit with DIXIE—the gas range line designed for competitive merchandising that does not sacrifice *your* profit.

DIXIE Gas Ranges keep you up front in the race for range volume. They bring in the customers; they sell customers because DIXIE Dream Ranges offer today's homemakers what they want—automatic cooking and pace-setting style at a budget-minded price.

And *You're Ahead* in profit when you move a DIXIE range. DIXIE ranges are factory-planned for competitive pricing that allows you full markup! Here's proof:

You can retail DIXIE Gold Star gas ranges at \$178.50 and maintain your full 35% markup!

Put Yourself Ahead in Sales and Profit with DIXIE. For complete details on the profitable — competitive DIXIE Line contact:



DIXIE PRODUCTS, INC.
CLEVELAND, TENN.

New Products



Webster "stereo suite"

Webster Recorder

Webster has assembled its tape recording components into 3 portable furniture units consisting of a stereo-monaural tape recorder and playback control center and 2 matching speakers; in walnut (No. 300W) and fruitwood (No. 300F); features include the GLO4 recorder-playback preamp control center; that records and plays back monaurally as well as 2- and 4-track stereo; a ventilated 12-watt hi-fi amplifier at base of each speaker cabinet; central control unit has 6 inputs in back: a telephone type jack for high impedance microphone; cinch type input connectors to radio-phono and to record-playback head for each channel; arrangement of amplifiers allows up to 24-watt monaural listening or 12-watts each stereo channel; each speaker cabinet contains a 3- and an 8-in. speaker with crossover network; 3 $\frac{3}{4}$ and 7 $\frac{1}{2}$ ips speeds. Webster Electric Co., Racine, Wis.



Continental "400" stereo recorder

Norelco Recorder

Continental "400", No. EL3536, features 4-track stereo and monaural record and playback for tape economy; also plays back 2-track stereo tapes; 3 speeds: 7 $\frac{1}{2}$, 3 $\frac{3}{4}$ and 1 $\frac{1}{2}$ ips; piano key control; inputs for recording from microphone, tuners and phonos with facilities for mixing microphone with tuners or phono; output jack for monitoring stereo headphones; may also be used as self-contained phono/public address amplifier and speaker system; unit consists of tape drive mechanism, 2 pre-amplifiers with controls; two 4-watt power amplifiers; Norelco wide-range speaker; powerful magnet; Norelco dynamic full frequency stereo microphone; carrying case.

Price, \$399.50 North American Philips Co., Inc., Hi-Fi Products Div. 230 Duffy Ave., Hicksville, Long Island, N. Y.

"during the coming season more profits will be made with electric chord organs than with any other single item"

Consensus of top Appliance Merchandisers

with *Concert* ELECTRIC CHORD ORGANS BY EXCELSIOR

you have:

1. THE top quality product

To insure your share of this almost unlimited new market you need a quality product with a proven sales and service record. Already 50,000

Concert Electric Chord Organs have been sold with full dealer mark-up and complete consumer satisfaction.

2. assured continuity of supply

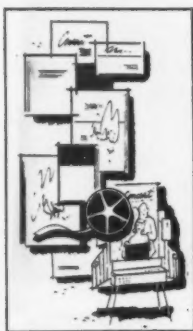
Concert's big modern factory is working around the clock to satisfy public demand. Tremendous U.S. warehousing, distribution and serv-

ice facilities are your assurance of continuity of supply during the peak sales period.

3. the prestige of a world famous musical instrument manufacturer

Concert organs are made by Excelsior, the world's leading maker of stainless steel reed portable Electric Chord Organs. If your distributor

has not yet supplied you with the complete Concert Profit Story—write, wire or telephone us immediately.



CONCERT PRE-TESTED PROMOTION MATERIAL

Includes Publicity Releases . . . Ad mats . . . Counter Displays . . . Floor Displays . . . Window Streamers . . . Radio Commercials . . . TV films . . . Banners . . . Brochures and Spec Sheets, just to name a few of the many selling tools you get.



A PROVEN MONEY MAKER AND BUSINESS BUILDER

This sturdy Music Book Rack helps sell both song books and organs. Organ owners return time and again for new books. This builds store traffic and new business of all kinds.

OTHER ACCESSORIES —
BENCH • AMPLIFIER •
SPEAKER • CARRYING CASE



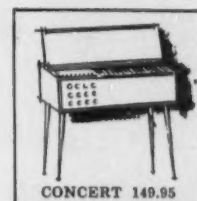
THE "COMPANION"
ONLY
\$129⁹⁵

Complete with legs and carrying case as shown . . . and full profit margin for "Concert" dealers.

"Concert" Organs are promoted on network TV every week
County Fair: NBC-TV • 165 stations
Pantomime Quiz: ABC-TV network • 120 stations
Complete Major National Magazine Campaign
Liberal Local Co-op Advertising Program

ORGAN CORPORATION OF AMERICA

51-02 21st Street EMpire 1-2440 Long Island City 1, N. Y.



CONCERT 149.95



SYMPHONY 159.95



IMPERIAL 199.95



GRAND 239.95

- Swedish stainless steel reeds on all models. (Permanently Tuned)
- Beautiful hand-rubbed veneers
- Variable volume control
- Up to 60 chords including diminished chords
- Simplified "play at sight" playing systems

BAKES...ROASTS...COOKS TV DINNERS



NEW

Control Master

Presto

PORTABLE OVEN

- Use it as a regular oven
- Use it as a second oven
- Use it anywhere there's a 115 volt A.C. outlet



- Sell versatility! Cooks everything—pies, cakes, fish, poultry, roasts. Ideal for TV dinners, rolls, pizzas, frozen foods.
- Sell portability! Use anywhere—kitchen, patio, trailer, cottage.
- Sell economy! Better for small servings, saves electricity, costs less to own and operate.
- Sell time-saving! Pre-heats faster, cleans easier.
- Sell convenience! Cooks with controlled heat... maintains accurate temperature. Kitchen stays cooler, too.

13 x 13½ x 8¼" — Wt. 15 lbs. — 115V A.C. only — 1400 watts

PLUS famous Presto wash-under-water cleaning ease

Separate \$6.95 Control Master runs a family of appliances... detaches so oven washes completely under water.

OVEN..... \$27⁹⁵
CONTROL MASTER.... 6⁹⁵

ONLY \$34⁹⁰ COMPLETE

Presto®

NATIONAL PRESTO INDUSTRIES, INC. • Eau Claire, Wisconsin

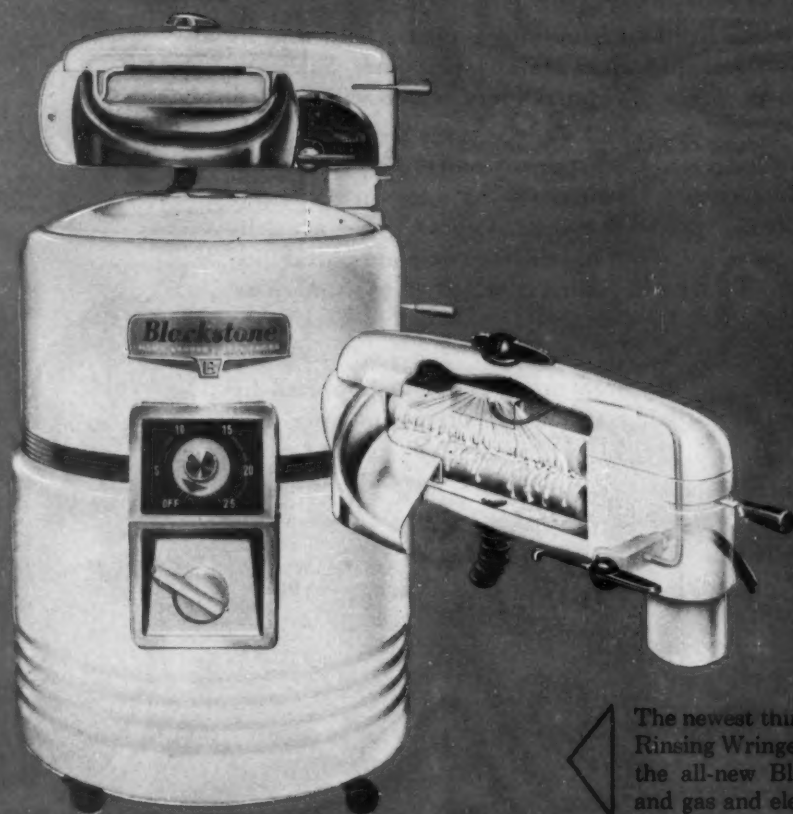
© N.P.I., 1959

SPECIAL INTRODUCTORY DEALER PRICE **\$19⁵⁷**
43.9% PROFIT

BLACKSTONE DISTRIBUTOR REPORT

**"We're 295% ahead
of last year with
Blackstone's new wringer line"**

Says, Rudy Browd,
Sales Manager,
H. A. McRae & Co., Inc.
Blackstone Distributor,
Troy, N. Y.



"We like to sell Blackstone"...

says Mr. Browd. "It is one of the most profitable lines we carry, and the new models are moving better than ever. Especially the new wringer line—it lends itself well to the type of promotions our dealers like. In the show room, features like the rinsing wringer make a dramatic demonstration. The new wringers give dealers a good profit line . . . and equally important is Blackstone's outstanding service record."

"Our dealers are taking to the top of the line too, because they find Blackstone automatics completely competitive in features and style and practically service free. Model WAA-60S deluxe automatic with stainless steel top is a real showpiece and practically sells itself. We look to Blackstone to keep up this pace through 1959."

The newest thing in wringer washers is this Blackstone Rinsing Wringer, just one of the many developments in the all-new Blackstone line of wringers, automatics and gas and electric dryers.

DEALERS: Find out why Blackstone dealers are so happy with the new Blackstone line.

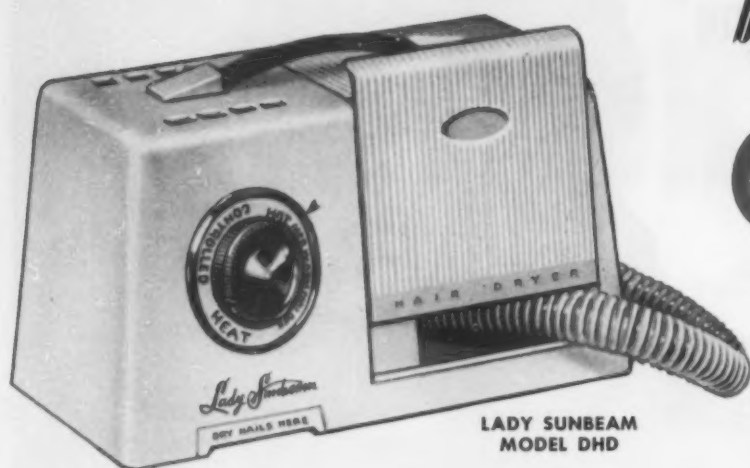
DISTRIBUTORS: Profitable territories are available. Phone or write Blackstone Corporation, 1111 Allen Street, Jamestown, New York.

STEP AHEAD WITH

Blackstone

AMERICA'S OLDEST WASHER MANUFACTURER
SINCE 1874

Another New Hair Dryer Advancement



LADY SUNBEAM
MODEL DHD

by **Sunbeam**

The NEW *Lady Sunbeam*
HAIR DRYER

IN 1956, Sunbeam made marketing history in the feminine grooming products field with its revolutionary Model HD-1 Lady Sunbeam Controlled Heat Hair Dryer. Now, Sunbeam again announces an important new advancement in electric Hair Dryers, which will reach a vast potential market of buyers.

The all new model DHD Lady Sunbeam Hair Dryer offers your customers MORE convenience... MORE portability... MORE performance. Its beautiful styling and ultra-practical design present *terrific* consumer appeal in this fast growing market. Cap and tube are self-storing in compact, decorative case with convenient carrying handle for complete portability and ready use; New permanent fiberglas filter. High-speed, powerful motor gives as much as 9 times more air flow than ordinary dryers. Fully washable and adjustable cap is completely safe—no electric wires.

Only Sunbeam offers a complete line of this popular high turnover item, supported by powerful National Television and Magazine advertising and a full merchandising and display program.

America's Best Selling Hair Dryer

- MORE FEATURES
- POPULARLY PRICED

Convenient and easy to use. Dial desired heat with the easy-to-set control—hot, medium, warm, or cool. Leaves hands free for household tasks and drying nails. Dries hair faster, without any heat on face, neck, or shoulders.

LADY SUNBEAM
MODEL HD-3



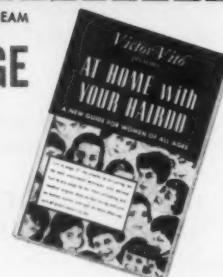
© SUNBEAM, LADY SUNBEAM



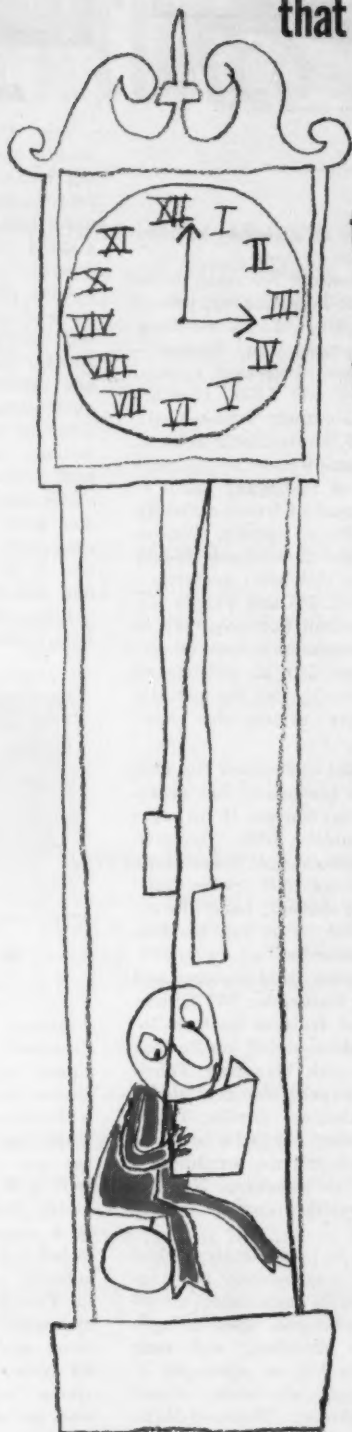
EXTRA! BIG NEW *Lady Sunbeam* PROMOTION PACKAGE

to help you sell both Sunbeam models. Permanent, colorful, sales-tested display. Valuable "Victor Vito" hair styling book included when customers buy the Lady Sunbeam Hair Dryer. For details, see your distributor, or write Sunbeam.

Sunbeam Corporation, Dept. 278, Chicago 50, Illinois



**Why is it
that the really
busiest men
always seem
to have the
most time
to read?**



Not long ago, we talked with the president of a huge international organization . . . an executive who commands more than fifty companies in 29 countries. He confessed to being an ardent reader of a certain McGraw-Hill magazine.

"When in the world do you ever find time to read it?" we asked him. "Why, it's right here in my briefcase," he said, and he reached over and pulled it out.

This shouldn't startle you. Important men recognize their responsibility to keep informed . . . make time in a businesslike way to read their own so pertinently edited McGraw-Hill publication. Instinctively they know that success, stature and specialized knowledge are bedfellows.

How well are you reading this, your own magazine? Are you a "skimmer" or a bonafide reader? There's more for you here than meets the eye . . . if you'll give your eye a real chance to explore.

And how about others in your department? Surely, there must be some qualified men-on-the-way-up whom you could help by passing along this issue . . . and with this particular page well marked. Wouldn't you like them to know, as you know, that . . .

Men who read more . . . earn more!



I love
being
toasted
in a
Dormeyer



Toasts the most! Exclusive flavor selector pops up toast lightly golden, happy medium, darkly delicious. Even warms toasted bread without darkening. Easier-to-clean crumb tray. Lifetime polished chrome finish.

Dormeyer super-wide wells toast rolls, muffins, waffles, frozen foods.

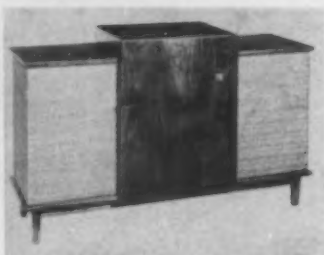


New Dormeyer probe controlled, immersible Coffee-Maker! Completely automatic. Washes easily under water. 4-10 cups capacity.

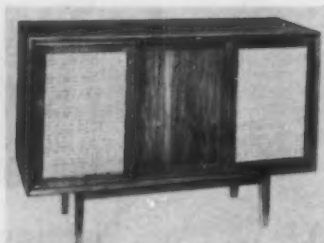


Dormeyer
Dormeyer Corporation, Chicago 10, Ill.

new products STEREO



V-M Hi-Fi stereo console No. 580



V-M Hi-Fi stereo console No. 812

V-M Stereo Line

Thirty-five models, ranging from complete hi-fi stereo consoles to small monophonic portables are announced by V-M.

Three of the 6 complete hi-fi stereo consoles, 580, 581 and 582, are 'Stereo/Modulars' that can be used as integrated consoles, or furniture styled speaker modules can be moved away from changer unit to other parts of room. Central module contains V-M's 'Stereo-O-Matic' 4-speed changer, stereo cartridge and diamond needle; dual-channel power amplifiers—30-watts peak output; balance control; 'tone-o-matic' loudness control; separate bass and treble controls; lazy-lite reject button; inputs for tuner, TV, tape recorder, phono; each speaker enclosure contains dual 'Stereo-Directional' speaker systems with 12-in. woofer and 3.5 in. tweeter. No. 580 in walnut or blonde with 12 legs and rails; No. 581 provincial styling in mahogany; No. 582, American Traditional styling in cherry.

Self-contained hi-fi stereo models 812, 912 of Scandinavian contemporary design in blonde or walnut. No. 912 has AM-FM tuner. No. 812 and 912 and 815 have 'Stereo-O-Matic' 4-speed changer; stereo cartridge; diamond needle; dual-stereo-directional speaker system, dual-channel power amplifier with 40-watts output; 'tone-o-matic'; balance control; separate bass and treble controls. The AM-FM tuner in No. 912 has automatic frequency control.

'Contempo' 2-piece hi-fi stereo systems No. 801 and 901 play stereo and monophonic recordings; style-matched speaker VM-11 matches; No. 801 and 901 have 'Stereo-O-Matic' changer; 3-speaker system: 12, 8 and 3.5 in.; dual-channel pre-amplifier; 2 power amplifiers with 50-watt output; 'tone-o-matic' and treble controls etc. No. 901 has AM-FM tuner; both in blonde or walnut.

'Capriccio', Italian provincial models 802 and 902 in mahogany, contain 'Stereo-O-Matic' changer unit; 3 speaker system; dual-channel pre-amplifier; 2 power amplifier. No. 802 is a deluxe phono; No. 902, a phono plus AM-FM tuner; style-

matched No. 12 accessory speaker completes this system.

No. 811 console for small home or apartment in mahogany, walnut or blond with VM 14 auxiliary speaker features the 'Stereo-O-Matic' 4-speed; 2 speaker system, 12-in. woofer and 3.5-in. tweeter; has 16-watts output; 'tone-o-matic' controls and 'Siesta-Matic' control.

No. 564 console in ebony, walnut, blonde or mahogany has a 4-speed changer; Stereo cartridge and 'Tri-O-Matic' spindle; Tone-o-matic' etc. No. 27 accessory speaker completes this home system.

Summit No. 568 and Fidelis No. 566 in American Contemporary in 2-piece consoles in blonde or mahogany (No. 566 in walnut and Provincial also); uses No. 103 amplifier-speaker system for complete stereo.

Table model hi-fi stereo No. 1296 in blonde or mahogany, has accessory legs to convert it to console; complete with 'Stereo-O-Matic' 4-speed changer Tri-O-Matic spindle; deluxe AM radio unit; Siesta-Matic shut-off; Lazy-Lite reject; external input for teaming with tape recorder.

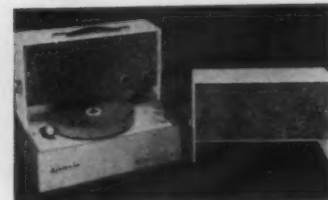
Ten portables in hi-fi stereo and monophonic feature No. 557 "Ultra-Deluxe" that features controls located in fashion-styled handle that harmonizes with blue-gray Fabrikoid case; 4-speed changer; stereo cartridge, diamond needle; Tri-O-Matic spindle; Acoustic contour control; push-pull a.c. amplifier; 8 and 5 x 7 in. speakers. No. 162 auxiliary amplifier speaker system matches.

Featured in portable stereo line is No. 312, a completely self-contained portable automatic stereo with style-matched speaker systems easily detached, and each contains two 5 1/4 in. speakers; 4-speed player, all sizes, stereo and monophonic; 'Stereo-O-Matic' changer etc.; blue and white leatherette with silver flecks.

Other portables include No. 155 4-speed; No. 156 deluxe hi-fi manual; No. 215 4-speed; No. 630 2-speed automatic; No. 1281 stereo automatic 4-speed with auxiliary amplifier system No. 163; Nos. 157 and 158 4-speed; etc.

1276 and 1260 lightweight 4-speed automatics.

Prices, from \$32.50 to over \$1,000. V-M Corp., Benton Harbor, Michigan.



Arvin stereo phono No. 2094

Arvin Phono

Two 4-in. wide frequency response speakers, each in its own big baffle chamber provide sound reproduction in Arvin's new manually operated stereo-phono 2094; 4-speed turntable plays all size records; dual channel amplifier has 2 tubes plus selenium rectifier and operates at 1.2 watts maximum; self-contained with auxiliary speaker housed in detachable cabinet that forms cover for main unit; stereo balance control is provided in addition to regulation of volume; phono comes equipped with a dual sapphire needle in rochette salt type cartridge; white and grey cabinet has black and grey grill cloth with brass trim; unit is 12-in. high, 10 1/4 in. deep and 13 1/2 in. wide; weighs 12 lbs.

Price, \$42.95 Arvin Industries Inc., Columbus, Ind.



Ampex Crescendo 7100 series

Ampex 1960 Series

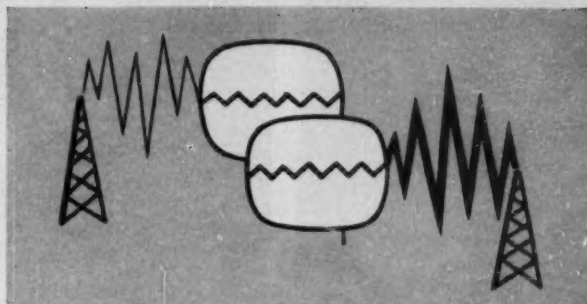
Ampex Audio's 1960 line of Crescendo series has been redesigned; major change is location of stereo record player in top well with stereo tape recorder moved to front drawer; AM-FM stereo tuner has also been moved up into top well with new metallic-gold face plate. Audio control center has been revamped; and includes new metallic-gold face plate; furniture cabinets have been widened 6-in.; in French Provincial, Traditional mahogany, Contemporary Teakwood and Contemporary walnut; all systems include quality Ampex stereo tape recorder/reproducer; also included are 4-speed changer with stereo/monophonic diamond-stylus pickup; pushbutton audio control center; Ampex 2-channel stereo tuner; 2 matched Ampex amplifier/speaker systems with 60 watts output through 6 sound projectors (2 12-in. bass, 2 8-in. mid-range and 2 tweeter horns); control center permits using tape re-

NEWSMAKERS  MONEY-MAKERS

RCA VICTOR MAKES NEWS WITH FEATURES THAT MAKE SALES

THE BRIGHTER PICTURE—THAT ADJUSTS ITSELF

RCA Victor makes news with 20,000 volts of picture power in most chassis—25% brighter picture! All pictures with more brightness, greater contrast, more sparkle! New *Automatic Channel Equalizer* on most models keeps every picture, every channel at highest level. Prevents overloading and fading. Adjusts automatically for changes and fluctuations in TV signal strength.



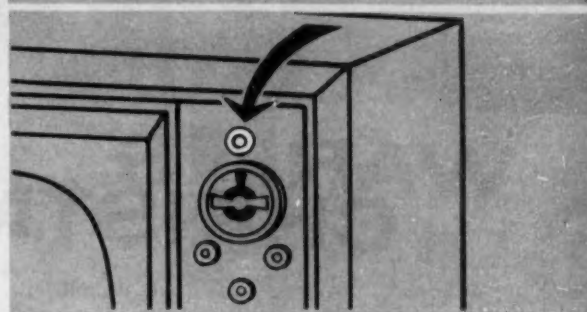
THE EXTENDED RANGE SOUND—THAT STAYS SET BY ITSELF

RCA Victor makes news with the *Duo-Cone* speaker! Gives extended high-frequency response and room-filling sound. A brand-new development, the Duo-Cone speaker is like two speakers in one! And it teams up with "Stay-Set" volume control in most models to give the TV sound level you like. Set it once—it stays that way!



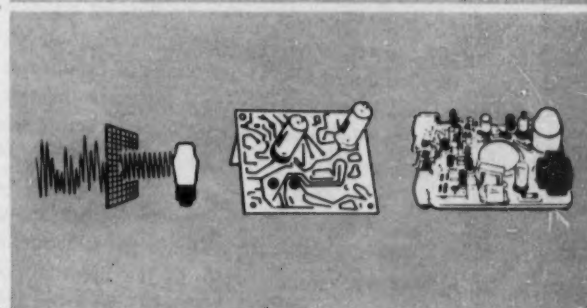
THE ELECTRONIC TUNER—THAT FINE TUNES ITSELF

Here's RCA Victor "*One-Set*" electronic fine tuning. Push in the fine tuning knob and adjust it just once for each VHF channel, and the best setting stays that way. No more fooling with tuning *every* time you change channels. A built-in feature with many RCA Victor TV News-makers of 1960!



THE POWERFUL CHASSIS—THAT PROTECTS ITSELF

It's the latest achievement in compact, high-power performance! The most economical and easiest-to-service chassis ever built. And only RCA Victor's power plants protect themselves all 3 ways. *Tube Guard* protects every tube, adds life to the set; *Power transformer* insures greater safety and dependability; *Security Sealed Circuits* (now with easy-to-follow servicemen's "road maps") seal in the quality—seal out the trouble!



AND THE NAME THAT SELLS ITSELF



**MORE REASONS WHY RCA VICTOR'S NEWSMAKERS
WILL BE YOUR BIG MONEY-MAKERS ALL YEAR LONG!**



WARING at CHRISTMAS means year-round family fun!



WARING DRINK MIXER... Here's a gay gift for modern living—Waring's new, portable, electric mixer-server. Suggestion: Leave the Blendor in the kitchen—but take the Drink Mixer anywhere—mix and serve everything from daiquiris to double malts and everything in between—in living or dining room, patio or den. Made of high impact Durez. Five contemporary colors to choose from. Built-in AC/DC motor. List price \$24.95.



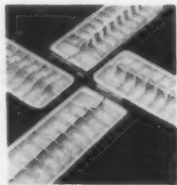
High aeration stainless steel blades of unique design . . . mix and aerate drinks better . . . make them more delicious than ever!

WARING BLENDOR... The famous Waring Blendor brings new ideas, new approaches to food preparation. *Instantaneously* produces a snack or dinner . . . superb dressings, sauces and desserts never before possible. The secret? Tedious mixing, blending, beating and chopping chores are performed in *seconds*—with delicious results. Make Waring's gift to modern cooking your gift to the favorite people on your Christmas list. From \$34.95.



One-piece stainless steel blade assembly is built into Pyrex container. Leakproof. Cleans itself thoroughly. Lifetime-lubricated—fully-warranted.

WARING ICE JET . . . Waring's ingenious Blendor *attachment* is the fastest, most efficient power-driven home ice-crusher ever made. It instantly makes mounds of crushed ice for cold buffets, sea foods, appetizers and cold drink creations for children and adults. Fascinating recipe book comes with the Ice Jet and describes revolutionary new techniques of "cooking" with ice. An ideal gift for the Blendor owner. List price \$16.95.



In *ninety* seconds, the Waring Ice Jet crushes four ice trays of any-size ice cubes! Plastic storage bag lets you store crushed ice in freezer compartment.

WARING COFFEE MILL... Pamper coffee lovers with the Waring Coffee Mill Blendor *attachment*. Adjustable settings allow you to choose any of *sixteen* custom grinds to please every taste. Grinds flavor-packed bean coffee *exactly* the way you want it. Guarantees full aroma and best-tasting coffee at every serving. When you give a Waring Coffee Mill, you give a new world of coffee pleasure. List price \$17.95.



"Dial" any of sixteen custom grinds—from coarse to espresso—to suit all known methods of coffee brewing. Get *fresh, flavorful, delicious* coffee every pouring.

ANNOUNCING ... WARING

TRIPLE-IMPACT PRE-CHRISTMAS AD CAMPAIGN

at the LOCAL level

These "buy-me-for-Christmas" Sunday Supplement advertisements will be seen locally in 32 strong key markets from coast to coast during the pre-Christmas buying season! This is local advertising support . . . local circulation that plays a "Concerto for Cash Register" *right in your own store* . . . sells more Waring products for you.

at the NATIONAL level

3



Full color advertising in the "Give Better Electrically" Christmas advertacular in the SATURDAY EVENING POST, with a readership of 15,000,000.

Stock up now on the Waring line—the *quality* line with irresistible gift appeal—and be ready to reap your share of Christmas profits. Call your Waring distributor today.

WARING
PRODUCTS CORPORATION
25 West 43rd Street, New York 36, N.Y.
A subsidiary of Dynamics Corporation of America



GIVE THE ONE AND ONLY

PORTABLE ELECTRIC MIXER-SERVER

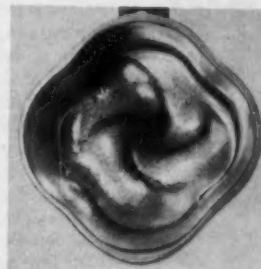
NEW WARING DRINK MIXER

Here's a gay gift made for modern living . . . this versatile new portable electric mixer-server. Yes, leave the Blendor in the kitchen; this mixing marvel goes *anywhere*. Mixes any drink that should be mixed—from a daiquiri to a double malt

and everything in between—and makes it more delicious *than ever*! Ideal for dips and dressings—light batters, too. Self-cleaning, lightweight, made of high-impact Durez in five contemporary colors. Built-in AC/DC motor. **\$24.95.**



HIGH AERATION stainless steel blades of unique design to "homogenize" flavors . . . to mix and aerate drinks better . . . to make them *more delicious than ever*.



FAMOUS CLOVERLEAF DESIGN inspired by the famous Waring Blendor produces a 4-segment whirlpool action that means perfect mixing results . . . always.



TAKE YOUR PICK! There are five new high fashion colors to choose from—Deep Charcoal, Antique White, Curry Yellow, Skipper Blue, and Flame Red.

WARING PRODUCTS CORPORATION
25 WEST 43rd STREET, NEW YORK 36, N.Y.
A subsidiary of Dynamics Corporation of America



I love
to take a
beating
by a
Dormeyer

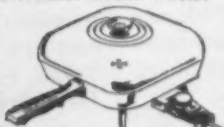


Newly-designed Dormeyer portable mixer dives right into the thickest batter—does almost any job a larger mixer can do. Automatic beater release. Lightweight. Lifetime finish in pretty pink, white, yellow, turquoise and chrome.



Stands on end for easy draining. Hangs on wall or tucks away in a drawer. Handy detachable cord.

Dormeyer Fri-Way Skillet fries, cooks, braises, bakes, stews. Completely automatic with probe control, vented cover. Washes under water.



Dormeyer

Dormeyer Corporation, Chicago 10, Ill.

new products STEREO

AMPEX (Cont'd)

corder to record from discs, AM/FM stereo tuner or externally from microphones.

Ampex Audio's 1960 "Custom" line of stereo hi-fi consoles features revamped and improved audio control center preamp with gold face plate and matching gold face plate fronts the stereo AM-FM tuner; choice of 4 versions: with Ampex stereo tape recorder (records in stereo, plays 2-track and 4-track stereo tapes); or with 4-speed stereo record player; or a combination of either plus new Ampex stereo AM and FM radio tuner. All include a pair of matched Ampex speaker/amplifier systems, each delivering 15-watts through enclosed bass and treble sound projectors in each channel; comes in walnut or teak in contemporary design or in cherry fruitwood in French provincial style.

Price, Crescendo series, \$1995; Custom stereo phono console, \$675; stereo radio and stereo phono, \$895; stereo tape console, \$1095; and stereo tape and stereo radio console, \$1295. Ampex Audio Inc., 1020 Kifer Rd., Sunnyvale, Calif.



Westinghouse "Flair" M-150

Westinghouse 1960 Stereo

A new concept of stereo hi-fi in authentic furniture styling in 4 furniture period groups is featured in Westinghouse 1960 line of 23 models. All are self-contained stereo consoles with phono only; with AM radios and with AM/FM radios: 9 models each in American Contemporary and Custom Traditional; 2 Imperial Provincial; and 3 Early American.

For further sound separation 2 optional auxiliary speaker systems are available: a console size cabinet in matching furniture design for every model in line; or 2 small satellite speaker units which reproduce middle and treble ranges while low bass ranges remain in master unit; all have auxiliary speaker inputs.

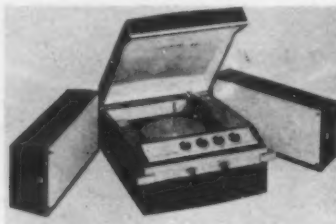
Featured is a new Master Control Panel in Mondrian design on all models except the 4 stereo-phono only console models, and contains push button on/off control; dual channel bass and treble controls; dual channel loudness control; stereo balance control; 2 tape input jacks for tape recorded monaural or stereo hi-fi music also

available. A new dual channel amplifier is used in every model; 7 models have AM radio with 6-position selector control on master panel. This same switch controls 8 functions on 12 models with AM/FM radio. In these units the AM and FM radios each have individual tuning controls; illuminated slide rull dials; a calibrated logging scale between AM and FM tuning dials to pin-point correct station location on either band.

All models have 4-speed automatic changers playing all conventional and stereo records and stopping automatically; a 45 rpm spindle is included.

Phonos

Eight new phonos, 7 portables and a console with 6 of the units stereo (3 stereo hi-fi). The completely self-contained lowboy console features a dual channel push-pull amplifier; separate dual channel bass and treble controls; single knob dual channel loudness control; stereo balance, and monaural-stereo controls; flip-over stereo cartridge with dual sapphire styli and 45 rpm spindle in the automatic 4-speed changer. Optional matching speaker is available for plug-in to a jack; mahogany, limed oak or fruitwood grain finishes.



Westinghouse Custom Deluxe portable

Custom deluxe stereo hi-fi highlights the portable line; has twin detachable speaker enclosures with 6 and 4-in. speakers which extend up to 16-ft. apart; features dual channel push-pull amplifier with 20-watts peak output and same controls as in console; flip-over stereo cartridge with diamond-sapphire styli; 4-speed automatic changer intermixes 10 and 12-in. records; automatic shut-off; charcoal and dark brown.

A modified version of the Custom Deluxe comes in charcoal and tan.

A low-end twin speaker stereo portable with detachable speaker enclosures separating up to 12-ft. apart features dual channel amplifiers; separate volume control for each channel; turntable plays 4 speeds; stereo cartridge with dual sapphire needles; built-in 45 rpm adapter; charcoal and starwhite or red and star white; or turquoise and starwhite.

Two portable stereos have lift-away speakers. One features a speaker that detaches from cabi-



Westinghouse stereo console

net; the other features second channel speaker in lift-away lid; both extend up to 12-ft.; other features include dual channel stereo amplifiers; automatic 4-speed changer with shut-off; matching speakers; flip-over stereo cartridges.

Two monaural phonos round out the line. One model features a deluxe 4-speed automatic changer that intermixes 10 and 12-in. records and has automatic shutoff; flip-over cartridge with dual sapphire needles; front mounted Alnico speaker; individual volume and tone controls in charcoal and white or turquoise and white. The other has a 4-speed player with built-in 45 rpm adapter; front mounted speaker, volume and tone controls; flip-over cartridge; gray, red or turquoise and starwhite.

Prices, Furniture consoles, from \$149 to \$595; phonos from \$29.95 to \$159.95. Westinghouse Electric Corp., TV and Radio Div., Metuchen, N. J.



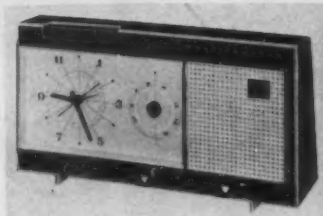
Hoffman No. 120-S stereo changer

Hoffman Changer Accessory

Hoffman is offering a stereo record changer No. 120-S designed to sell in combination with No. 3703, Mark 5 TV set to convert it into a complete stereo hi fi system.

Model 120-S is mounted in hardwood base with veneer finishes in walnut, mahogany, blond or maple; the 4-speed changer has automatic intermix; automatic shutoff; ceramic stereo cartridge with dual-sapphire styli; the TV built-in sound system has a dual channel amplifier providing 20-watts peak power; and two 3-speaker units as standard equipment. Consumer Products Div., Hoffman Electronics Corp., 3761 S. Hill St., Los Angeles 7, Calif.

new products RADIO & STEREO



Westinghouse push-button clock radio

Westinghouse 1960 Radios

Eight new models in 1960 line includes 2 matching AM and FM table models; 3 clock-radios; 3 transistor portables.

Matching AM and FM table models feature twin Alnico speakers; designed to combine for stereo reception; FM has static-free performance from 88 to 108 mc; features vernier tuning dial; built-in antenna; terminals for external antenna; AM unit also has vernier



Westinghouse Twin speaker FM radio

tuning; built-in antenna; "set-and-forget" volume control; both have 5 tubes including rectifier; come in brown or ivory and white; AM models also comes in turquoise and white.

Highlighting clock-radios is a custom push-button model with wake-up-to-music, buzzer alarm; 60-min. slumber switch and special doze alarm; molded cabinet has appliance outlet; luminous clock hands; radio has vernier tuning; tuned RF stage; 6 tubes including rectifier; beige and mocha or pink and charcoal. A 5-tube version is also available.

Third clock radio features wake-up-to-music and/or buzzer alarm; 60-min. slumber switch; appliance outlet; vernier tuning; 5-tubes in-



Westinghouse 9-transistor radio

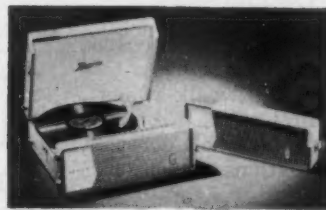
cluding rectifier; charcoal, ivory, pink or blue and white molded cabinet.

Nine-transistor portable has 2 wavebands: broadcast and short-wave; shortwave band receives from 2.4 to 6.5 mc; ship-to-shore; marine weather; standard time signals; international radio; aircraft radio; tropical area broadcasts; operates on 6 flashlight batteries; Alnico speaker with 1½ oz. magnet; twin built-in ferrite antennas; 36-in. telescoping antenna plus external terminal; shatterproof molded case; slide rule dial tuning; 9-transistors plus diode; charcoal or dove gray and white.

7-transistor portable in tan or gray saddle-stitched leatherette case has vernier tuning; 3-gang condenser; tuned RF stage; push-pull output; Alnico speaker; operates on 4 flashlight cells; optional earphone.

6-transistor portable in 2-tone shatterproof case has large, easily tuned dial; Alnico speaker; AVC and push-pull output; built-in antenna; uses 4 flashlight cells; flame, aqua, green or charcoal and white.

Prices, from \$17.95 to \$89.95. Westinghouse Electric Corp., TV and Radio Div., Metuchen, N. J.



Zenith Stereo-Teen DPS-30F

Zenith Stereo Phonos

Two portable stereo phonos and a single play portable has been added to Zenith's 1960 line. Both stereos tandem-mount the companion remote speaker system on front for "single cabinet" portability; remote speaker system detaches easily; can be positioned up to 20 ft. away from master unit; play 33⅓, 45, 78 and 16⅝ rpm records; dual needle stereo cartridge with 3-mil and .7 mil manufactured sapphire tip; matched, balanced dual-channel amplifier.

Dante has automatic record changer for intermix of 10- and 12-in. records of same speed; four 4-in. speakers divided between main and remote units; continuous variable tone control; deluxe luggage-type case with 2-tone brown and white scuff and water-resistant covering.

Stereo-Teen plays monaural and stereo records manually; has two 4-in. speakers; dual volume controls on main unit plus a stereo-monaural switch; green and white.



"For Service Perfection"

use only **FSP®** refrigerator replacement parts!

FSP parts for RCA WHIRLPOOL appliances cut service call backs!

The way to make *more* money on service is to minimize profit-eating call backs caused by failure of inferior replacement parts. Every needless call back eats up time you can spend on income-producing business.

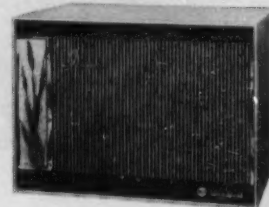
Remember . . . the difference in original cost between genuine FSP replacement and "no name" parts seldom amounts to more than pennies. But the gamble you take on a parts failure and resulting call back, when you use anything but FSP, can be very costly!

It's best to buy FSP

FSP parts for RCA WHIRLPOOL home appliances are made to the original specifications to fit right . . . function better . . . last longer. They're packaged to keep them free from dust, dirt and damage. They're easy to store and inventory — and they're factory-fresh when you install them. See your RCA WHIRLPOOL distributor.

Hot weather note

Scorching days are apt to mean air conditioner service calls. Don't risk replacement parts failure. Use FSP replacements on all RCA WHIRLPOOL units. You can depend on them.




Factory Specification Parts for
 **Whirlpool APPLIANCES**

meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Outselling 21's coast to coast

20 SQUARE INCHES

MORE PICTURE!

21 inch

21" OVERALL DIAGONAL
262 SQUARE INCHES

23" OVERALL DIAGONAL
282 SQUARE INCHES

23 inch

The public has voted. Its choice is clear. It's the new Admiral 23" over all 21's . . . everywhere!

On the same dealer-floors with new 21" sets, Admiral's new 23's are outselling them in *every* store across the country, *without exception!*

Sales are easier and faster . . . because Admiral dealers have something to talk about besides price. No "walk-aways", because only Admiral offers a *complete* line of new 23's . . . table models, consoles, lowboys and combinations. Plus Son-R wireless remote control!

Dollar sales are higher, profits are bigger with the new sales sensation of the industry. Admiral's all-new wide-angle 23" line. Call your Admiral distributor now!

**NEW 23" LINE
STARTS AT \$229.95**

ADMIRAL—THE INDUSTRY'S ONLY COMPLETE NEW 23-INCH LINE!



THE ALLERTON: in charcoal, mahogany, blonde oak finishes.



THE HAMPSHIRE: in walnut, mahogany, blonde oak finishes.



THE ALLISON: in mahogany, blonde oak, sierra finishes.



THE SHOREHAM: in mahogany and cherry finishes.



MARK OF QUALITY THROUGHOUT THE WORLD!

NEW 1960 ADMIRAL WIDE ANGLE 23" TV

NEW PICTURE SIZE!
NEW PICTURE SHAPE!
NEW PICTURE REALNESS!

Here's the square-cornered, wide-angle 23" tube from Admiral that gives you the big answer to profitable step-up sales!

Admiral's new tube receives *all* the picture the station sends out. *Better* viewing, too, because the new tube is 8% brighter, with flatter surface that reduces distortion. And unlike ordinary tubes, it is not recessed back in the cabinet. It's right out front. Now for the first time, you can see the entire picture from anywhere in the room. *Laminated safety glass* faceplate is permanently sealed to tube so dust cannot gather behind it. Eliminates annoying reflections, too. Best of all, it's the *safest* picture tube ever designed!

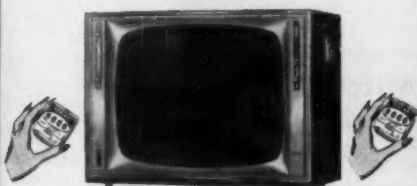
Here's TV improvement that trades up customers on sight because they can see the difference!



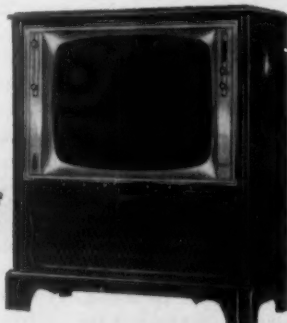
THE ONLY LINE COMPLETELY RESTYLED FOR THE NEW 23" TUBE!



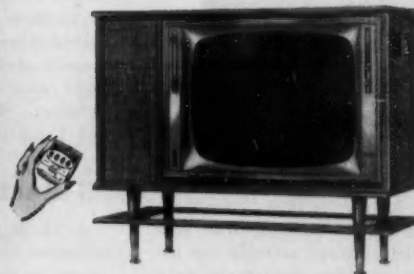
THE CHATHAM: in walnut, sierra and cherry finishes.



THE CLARIDGE: in mahogany or blonde grains. 4-button SON-R.



THE WINSLOW: in mahogany or cherry finish. 4-button SON-R.



THE DEVONSHIRE: in mahogany, blonde oak, sierra. 4-button SON-R.

ADMIRAL

Admiral® Sold in 90 countries... Manufactured in the U.S.A., Argentina, Brazil, Canada, Italy, Mexico, Philippines, and Uruguay. Admiral Corp., Chicago 47, Ill., and Port Credit, Canada

MERCHANDISING

SUPPLEMENT PRODUCTS-SERVICES FOR MORE SALES—MORE PROFITS

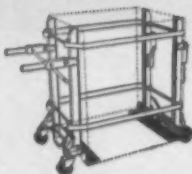
RATES:

\$26.28 per inch. Contract rates on request.
An advertising inch is measured 1/8" vertically on one column. There are 4 columns—48 inches to a page.

New Advertisements received by October 13th will appear in the November issue.

ROLL-OR-KARI DUAL TRUCKS

Handle refrigerators, ranges and freezers the quick and easy way. Pat'd Step-On-Lift. Retractable wheels. 7-ft. web straps. Cap. 800 lbs



Deluxe Model (Swivel wheels at one end)...\$52.00
Super Deluxe (Swivel wheels at both ends)...\$56.00
FOB Zumbrota. Ship. wt. approx. 50 lbs.

Write Dept. B

ROLL-OR-KARI CO., Mfrs., Zumbrota, Minnesota

Your Inquiries to Advertisers Will Have Special Value . . .

—for you—the advertiser—and the publisher, if you mention this publication. Advertisers value highly this evidence of the publication you read. Satisfied advertisers enable the publishers to secure more advertisers and—more advertisers mean more information on more products or better service—more value—to YOU.



"Travel-Corder"

"Travel-Corder" Recorder

Weights 2 lbs. 10 oz.; can be carried in a camera type case; powered by single rechargeable self-contained battery; suitable for use at home, on plane, ship, train, auto, for recording dictation, sales, field reports, interviews, conferences on the spot notes, speechmaking, engineering reports etc.; gives 1 1/2 hrs. recordings on reusable tape; tape is contained in movie camera type cartridge for easy loading and ejection; "voice activation" optional, allows recorder to automatically start whenever sound of a voice is heard and stop in silence.

Price, \$289.50 Michigan Electronics, Inc., 1744 N. Damen Ave., Chicago, 47, Ill.

New Products

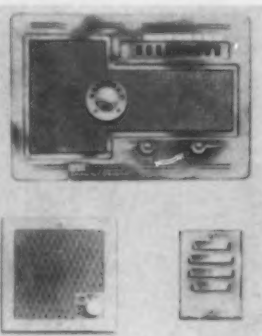
Zenith (con't)



Zenith Cheerleader DP6L

Cheerleader has 4-speed player with built-in turntable 45 and 16 2/3 spindle; mocha and beige or blue and white.

Prices, Dante, \$99.95; Stereo-Teen, \$49.95; Cheerleader, \$29.95. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.



Progress "Cadet" radio-intercom

Progress Radio-Intercom

"The Cadet" No. 1050-57 is an economy model; housing kit is same as on deluxe Sound Guard models; conversation from room-to-room; music throughout the house, even outdoors are possible with "The Cadet"; intercom system monitors nursery, sickroom is patio and other outside play areas; coppertone face plate; equipped with AM radio; has capacity for 8 remote stations plus master station; easy and quick to install. Progress Mfg. Co., Castor Ave., and Tulip St., Philadelphia, 34, Pa.

Telectro Recorders

A 15 lb. portable magnetic tape recorder for monaural recording, stereo or monaural playback is introduced by Telectrosonic Corp.

A new professional 3-speed stereo, No. 400, has two 8-watt amplifiers for use with auxiliary power speaker for full stereo record and play; weighs 30 lbs.; handles 4- and 2-track stereo and monaural tape; equipped with microphone and patch cords for stereo recording; available as hi-fi professional recorder No. 359.

Price, No. 1965, \$79.95; No. 400, \$289.95 Telectrosonic Corp., Long Island City, New York, N. Y.

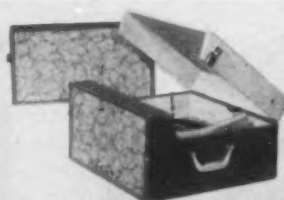


Phono-Trix tape recorder

Phono-Trix Tape Recorder

Streamlined, self-contained tape recorder, made in West Germany, this all-transistor Phono-Trix is 9x5x4 1/4 in., weighs 5 lbs; operates on 4 standard flashlight batteries; provides 40-hrs. recording time; available in speeds of 1 1/2 ips or 3 3/4 ips uses standard 3-in. reel of tape on dual track system, provides recording time of 90-min.; tapes are interchangeable with other machines; regular equipment includes microphone, built-in speaker, tape and take-up reel; recorder can also be used as an amplifier with 20-ft. microphone cable; accessories also available include a telephone pickup and amplifier, stethoscope-type earphones; a.c. adapter; radio pickup cable for direct recording from radio or phono. Mark I, with variable speed, metal case and remote speaker; Mark III with constant speed in scotch-grain leather case.

Prices, Mark I, \$69.95; Mark III, \$99.95, M 2 recording outfit, \$119.95; M3 recording outfit, \$149.95 Matthew Stuart & Co., Inc., 353 W. 54th St., New York, N. Y.



Mitchell 4-speed stereo phone No. 5923

Mitchell Phonos

A new line of Mitchell phonos consisting of 12 basic models.

No. 5923 (shown) is a 4-speed, automatic stereo player with 4 speaker system consisting of two 4-in. speakers in each channel; V-M changer; dual stereo cartridge dual channel amplifier controls; both player and detachable front speaker; 3 controls; 2 loudness balance controls (1 for each channel); and a common tone control for both channels; a 12-ft. connecting cable is included for correct sound separation; modern design.

Price, No. 5923, \$89.95; other models from \$19.95 to \$149.95. Mitchell Div., Elco Electronics Sales Corp., N. Roeske Ave., Michigan City, Ind.

SEARCHLIGHT SECTION

(Classified Advertising)
SELLING "OPPORTUNITIES" BUSINESS
EMPLOYMENT

RATES

DISPLAYED—Individual space with border rules for prominent display of advertisements. The advertising rate is \$22.55 per inch for all advertising of Equipment & Business Opportunities appearing on other than a contract basis.

EMPLOYMENT OPPORTUNITIES \$25.00 per inch subject to agency commission.

AN ADVERTISING INCH is measured 1/8" vertically on a column—4 columns—48 inches.

UNDISPLAYED—\$3.00 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.

DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

POSITION WANTED undisplayed advertising rate is one-half of above rate, payable in advance.

BOX NUMBERS—Count as 1 line.

November Issue Closes October 14th.

SELLING OPPORTUNITIES OFFERED

Representative to cover electrical trade for manufacturer of medicine cabinets. Various territories open. Reply Mirror-Chrome, 12 Fifth Street, Valley Stream, New York.

Wanted: Sales Representatives to call on jobbers, discount house, dealers, etc., to sell imported transistor radios. All territory open except Calif., Arizona, Mich., Wiscon., Reply—Associated Importers, 1168 Battery Street, San Francisco, Calif.

SELLING OPPORTUNITY WANTED

I wish to represent in Venezuela, manufacturers who wish to sell their products on an import basis on everything related to spare parts and accessories of radio and TV such as (electron tubes—all types—tubes for radios and TV)—transformers for TV and stereophonic equipment. Eight years experience selling this type product in Venezuela. Have best banking references. Eivar. H. Garcia, P.O. Box Apartado de Correos No. 6747, Caracas, Venezuela.

"Electrical Housewares" MERCHANDISING MANAGER

We're looking for a man who today is probably a District or Regional Sales Manager in the electrical housewares field. He should have at least 8 years of experience working with electrical and housewares distributors. Experience in planning various merchandising function such as advertising promotion display, etc., along with successful field work is essential. The man we choose will head a new national sales organization selling a line of new products in a rapidly growing consumer market. He will be responsible for all merchandising planning as well as sales supervision. Compensation will be on a five figure salary basis and bonus commensurate with performance. Please submit complete resume.

P-2648 Electrical Merchandising

520 N. Michigan Ave. Chicago 11, Ill.

Representatives Wanted

Leading Manufacturer electric ranges desires representation in the following territories: Virginia, Pennsylvania, Michigan, Illinois and Minnesota. If you are a sales representative with distributor level experience, we have a sound proposition for you. Non-conflicting lines acceptable. Write, giving full resume of business experience and personal history. Interview will be arranged immediately.

RW-2642

ELECTRICAL MERCHANDISING
520 N. Michigan Ave. • Chicago 11, Ill.

Opportunity for National Sales Organization

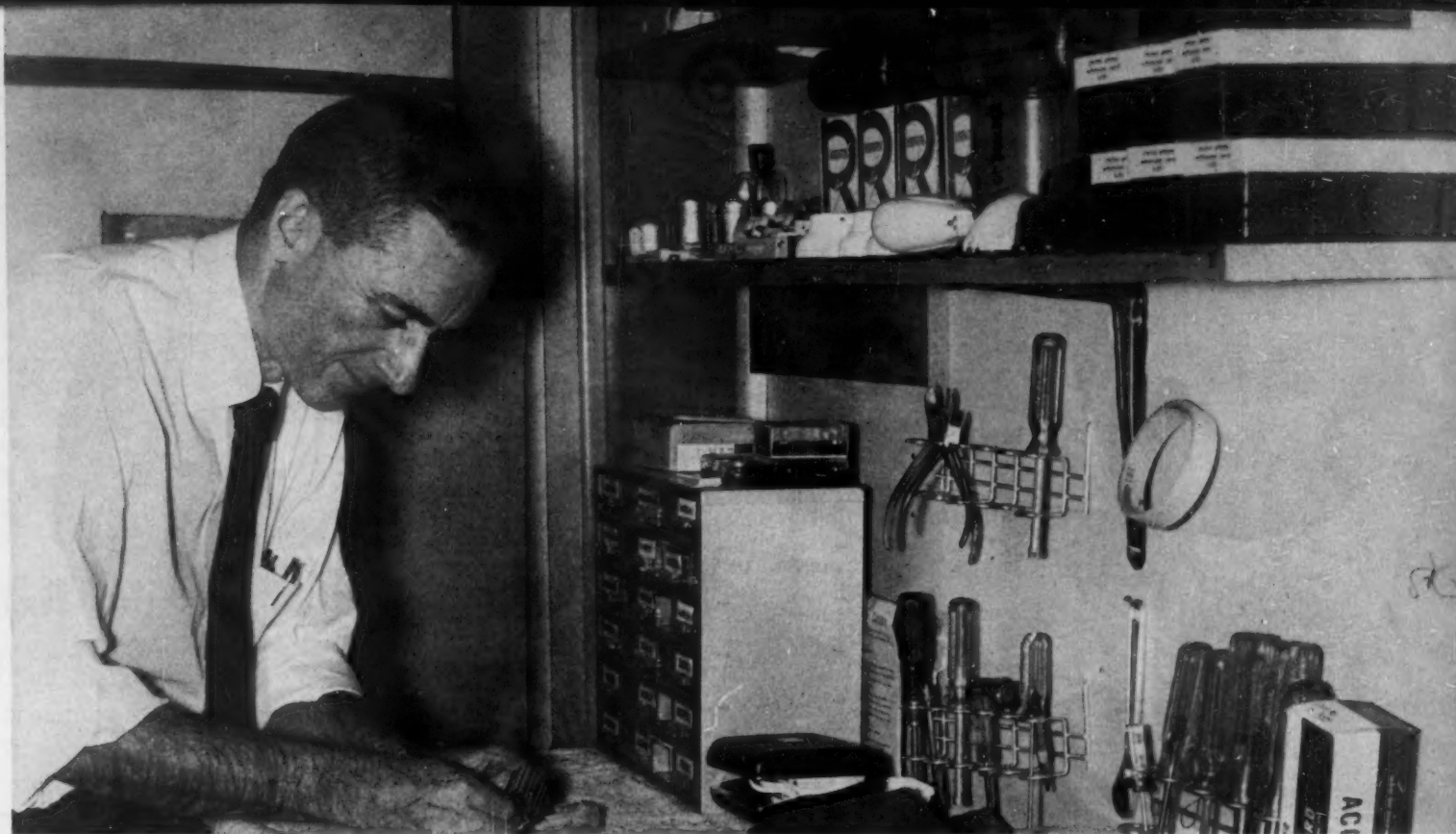
Established manufacturer of commercial floor maintenance machines will produce revolutionary domestic line for 1960 market.

Will entertain contractual arrangement with established sales organization able to finance national sales and advertising. Retail seven figure dollar potential first year.

Replies will be confidential and principals only on both sides will enter discussion.

Reply BOX BO-2637

ELECTRICAL MERCHANDISING
520 N. Michigan Ave. • Chicago 11, Ill.



When Lyle Aber of Aber's in Boulder, Colo. added a service department

He Tripled His Shaver Sales

"SELL a lot of parts and you'll sell a lot of electric shavers".

That's how Lyle Aber, owner of Aber's of Boulder, in Boulder, Colorado, has built up a \$15,000 per year electric shaver volume.

Actually, Aber uses a couple of additional "gimmicks" to make his store an electric-shaver standout. For the most part, however, the fact that he sells \$300 worth of electric shaver parts per month explains his success with shavers.

The Colorado retailer figures that he has been an electric shaver merchandiser for only three years—although his store has carried them for much longer. "We woke up three years ago to the fact that we seldom sold two electric shavers to the same customer," Aber confided. "Customers simply weren't coming back."

"We found that our customers were getting their replacement electric shavers where they could get service, either a large appliance dealership in Denver, 22 miles away, or even at authorized factory repair stations, where full time shaver specialists not only took the time to repair the customer's electric razor, but at the same time exercised a lot of skillful salesmanship to sell the replacement."

Consequently, Aber set out to reshape his electric shaver merchandising plan. His first step was to set up a \$1,000 parts inventory. He found that there were only two authorized electric shaver repair agen-

cies in Boulder, a college town of 22,000 population, and convinced manufacturers it would be a wise move to franchise him as an "authorized" facility.

With the equipment on hand to repair any shaver (except for the complex rewinding of electric motor armatures which are still farmed out), Aber tackled the matter of personnel. One of his phonograph repairmen, he found, had already had a lot of experience with electric shavers and a bit of research proved that repairs were largely a matter of parts replacement, simple disassembling and re-assembly of the shaver, with nothing like the skill of a watchmaker required.

The third step was relocation of the electric shaver department in two all-glass cases just inside the front door of the

main, downtown store, where Aber shows at least 35 at all times, covering the gamut of models produced by the five manufacturers represented.

The final step was extreme concentration on "letting the public know that the service department exists." At every possible opportunity, Aber's of Boulder puts across the point that the store is an authorized service agency.

Now, after some 2½ years of "pushing service" Aber's of Boulder averages between \$300 and \$325 per month in parts sales and shaver sales volume has jumped from \$5,000 to more than \$15,000—with every prospect of increasing, even though "the price has been cut out from under this item" by discount houses, competitors in Denver and other resources. *End*

Aber's second move in revitalizing his shaver merchandising program was to

move varied shaver display to glass case at extreme front of store.





WHERE THERE'S BUSINESS ACTION THERE'S A BUSINESSPAPER

As anyone knows who's ever tried to fix a faucet, hang a door, or change a tire—you're much better off with the proper tools at hand.

Every astute businessman knows this. He wouldn't consider for a minute attempting to do his job without having all his tools at his disposal. And his tools are comprised of information. Complete information. Sound information. Timely information.

He makes it his business to absorb all that information—from the pages of the businesspaper that he subscribes to in his particular field. He reads it for profit, not for pleasure. He reads it carefully, searchingly...looking for

facts, for new ideas and methods, for new products he can put to work. And—because he finds so much that's useful in the advertising pages—he reads them with the same concentration he devotes to the editorial pages.

Take a tip from the key men at every level in every trade and industry. Subscribe to your businesspaper. Read every issue. Carefully. Thoroughly. Searchingly.

Electrical Merchandising

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS



Gibson: Going Places

That's the slogan and the formula Gibson has used in boosting its dealer structure from 1000 to 7500 in just three years. Last year it was Cuba, this year Puerto Rico—and next year Hawaii

GIBSON'S big sales tool for 1960 is an airplane—a 707 jet headed for Hawaii.

The ticket for dealers is 60 pieces of white goods to be accrued by June 1. Each of 5000 all-expense runs will cost the factory about \$400—or “between \$5 to \$10 of Gibson's gross per piece.”

The travel bait was dangled before some 3000 Gibson dealers, distributors and their wives in San Juan last month. Each had bought 40 pieces to make the five-day Puerto Rican junket. Dealers who signed for the Hawaii package before leaving San Juan earned double points. They could get two jet seats by cherry picking their 60 pieces from the 1960 line introduced at the posh Caribe Hilton. Although there was no required mix, the factory push was on four items: a two-door refrigerator, a one-horsepower air conditioner, a 30-inch range and a mass marketer freezer.

While some of his competitors are turning their backs on the trip incentive trend, sales vice president, W. C. Conley (kneeling in picture above) keeps piling salt on the travel bird's tail. The “Go Places with Gibson” theme, Conley says, has boomed his outlet structure from 1000 dealers in 1956 to 3000 in 1957, 6000 in 1958 and 7500 in 1959. Using retail dollars, Conley also told dealers here that his volume has risen from \$110 million in 1957 to \$150 million in 1958 and is expected to hit \$200 million for 1959. At factory sales the

figures are nearer \$40 million, up from \$25 million.

By product, C. J. Gibson, Jr., (standing in picture) president, told dealers that refrigerator sales are up 126 percent in the first seven months of 1959, that freezers were up 98 percent, air conditioners up 65 percent, dehumidifiers up 35 percent and ranges up 9 percent. Gibson is now claiming fifth spot in room air conditioner business.

Gibson said his philosophy was to take the promotion money others spend on expensive TV spectaculars and print advertising and pass it along to dealers in form of long margins and trip incentive. “We believe in paying for selling of the merchandise, not pre-selling of it.”

Why do trips work so well for Gibson? “It's romance,” Conley says. “I could offer spiffs like the others do. But what do you



Orders for merchandise were signed in Gibson's version of typical Hawaiian “grass shack.”

gain? Would a dealer audience stand up and cheer a spiff? Would they remember it five minutes afterward? But trips are magic. Eighty-five percent of these dealers have never traveled and they've always wanted to.”

Conley's romancing of travel turned out to be a masterful demonstration of how to make the sizzle sell the steak. The Hawaii pitch was kept a “secret” until the last half hour of the convention's single four-hour formal session. It started with a cheerleader skit worked in by Gibson's “Festival of Stars” troupe. The cheer was based on the word “Aloha.”

The sell then switched quickly from Gibson appliances to Hawaii. In came the airline hostess with the leis. Advertising and sales promotion manager Dale Heinlen worked into a sell on the wonders of Hawaii aided by an eighteen-minute color film of Conley's personal dry run of the 1960 trip complete with Diamond Head, Waikiki Beach, leis, luaus, surf boards, hibiscus, hula girls. A live hula show was flown Ed Sullivan style 14,000 miles for a ten-minute spot on the Gibson program. Then came the sell of the 707 jet: 660 miles an hour, breakfast in Chicago, lunch in Hawaii. Same ship took Nixon to Russia. First jet junket will be Gibson's. A 15-foot, 2000-pound model of the plane was flown in (crated) by Pan Am for the Gibson showing. The order booth in the Caribe Hilton's exotic tropical gardens was a “Grass Shack.” A pennant with the signer's name was flown each time a carload order of Hawaii specials was written. A special loud Hawaiian shirt was bestowed on each signer.

The hula dancers moved onto a stage in the garden. The tempo doubled. Ukelele rhythms pulsed. Puerto Rican rum flowed freely. Pennants began bursting into the Caribbean breeze. Status shirts burst from their boxes. Pens rushed over order forms.

Conley's target was 100,000 pieces committed at the convention. He passed 20,000 by 4 pm with the first of six groups of dealers.

What started out as five Caribbean days of tall rum drinks, cha cha chas, calypso with steel bands, developed into a wingding of a luau which won't stop til they tear September off the calendars at Waikiki in 1960.

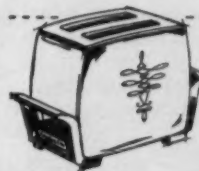


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Why Not Try a "cRaZy" Display?

Jim Watson of Watson's TV in Birmingham, Ala., did just that after he decided that customers were no longer impressed by ads and displays which featured cut prices. He substituted a sense of humor for discounts and found that his "crazy" window displays helped to pull traffic and produce sales



Sales jumped 25 percent after Watson scattered airplane wreckage outside of his store and used a giant window display to announce that RCA Victor was "crashing" the sound barrier.



Familiar sideshow act of "headless woman" was employed by Watson to publicize the fact that the staff had "lost our heads with prices".



Watson tries for one unusual display a month and attempts to tie-in with holidays. But on occasion he forgets any thought of a tie-in and concentrates on the unusual. Trick chair enabled him to announce that he would have on display a "three-legged woman".



Coffin in the window was used to draw attention to Watson's assertion that, as far as portable TV was concerned, "you can make suitable arrangements to take it with you."

editorial

LAURENCE WRAY Editor



Back to Sanity

IT is pleasant to be back in an area of self-congratulation about the way business is going. The 1957-1958 recession years are still painfully fresh in our memories. But with most major appliance sales, radio and television showing gains averaging close to 30 percent over last year for an additional \$1 billion worth of new business, we would be less than human if we didn't breathe a sigh of relief and figure that things were once more back to "normal."

Most encouraging, however, are signs that some of the uglier phases of the competitive price struggle are receding. Manufacturers, in the disastrous wake of over-production, excessive franchising, internecine struggle for larger and larger share of the market, failures and mergers, dumping, "deals" and all the other nastier manifestations of the competitive urge, have seen fit to bring a measure of order and sanity out of a profitless chaos. Those manufacturers are to be commended for embarking on a more statesmanlike approach to the industry's problems. Distributors and dealers, too, seem to have caught some of the fervor for improving conditions in the trade, or, at least, they have been persuaded to fall into line.

JOHNSON Craig, vice-president of Westinghouse, echoed those sentiments, but sounded a warning note:

"In the last five years our population has increased nine percent, our households eight percent, our gross national product 32 percent. Discretionary income—the amount available for the type of spending that includes appliances—has gone up 34 percent. And appliance sales themselves have increased 11 percent . . . Those figures are most deceptive. We must not be complacent about them. Because the facts are that we are not really growing. We are not even standing still. We are shrinking.

"Here's what I mean. Five years ago appliance retail sales represented 0.96 percent of the Gross National Product. This year it will be .81 percent. Five years ago appliance retail sales took 2.30 of the discretionary income. This year they take will be 1.96 percent. That's a drop of 14 percent. What it means is that although our sales have gone up 11 percent, our share of market, our share of the consumer dollar, is dropping . . . If this year we were to get the same share of the consumer dollar that we did five years ago, it would mean that we could double

the sale of clothes dryers and electric ranges. Or it means that we could sell more than two million additional refrigerators. That's how many dollars we are losing."

So, while it is nice to be congratulating ourselves about improved sales and improved selling conditions generally, let's not get too complacent. One hell of a lot of people with attractive goods and services are wooing our customers more vigorously every day.

Maybe it's just as well that we are beginning to close ranks a bit and present a united industry front to those customers.

At any rate, a healthier climate seems in the making. It has been all too evident, for far too long, that if no one makes any money in either the production or distribution ends of the appliance-radio-TV business, that drastic measures would be required. We've had some assists, of course: the rising tide of failure among some of the smaller, but more blatant of the discount houses; the up-grading of the larger ones to department store status; the FTC crackdown on deceptive pricing practices; the redoubled efforts of the nation's Better Business Bureaus and the public's angry reaction to poor merchandise and poor service have all helped. But the real impetus had to come from the enlightened self-interest of the trade itself.

We were pondering some of these things when we read some of the talks made at the recent NARDA Institute of Management for Appliance-Radio-TV Dealers, held at American University in Washington, D. C. Jud Sayre, president of Norge, said:

"Fortunately, the solid resurgence of appliance sales . . . and the continuing rise of consumer income, have brought a marked trading-up in appliance purchases, a de-emphasis on price and new emphasis on service . . . I believe that responsible management in major manufacturing has profited by the lessons of over-production in recent years with its demoralizing effect on the total market, as well as to themselves, and have learned that it is futile to go overboard to 'buy' more than that share of market which can be earned by sound merchandising and selling effort. I believe that responsible dealers have also learned that they cannot conduct a profitable business simply by buying deals, but only by selling consumer benefits and service with professional skill."



Gets them where they live. Millions of them. This is Hamilton's Golden Year '300', aimed right at the big, broad, best-buying *middle* of the laundry equipment market, where *profitable volume* business is done. A complete washer and dryer line needs handsome high-end models and tough, competitive low-end models. Hamilton has both. But the real payoff's right down the middle, with the products most prospects want and will buy. And *that's* the Golden Year '300'. Smart, all-new styling. More features than you'll have time to pitch. Honestly attractive pricing. And the endorsement of *one million women* who have already chosen Hamilton. Get 'em where they live, with the Golden Year '300' by Hamilton.

THIS IS THE GOLDEN YEAR FOR HAMILTON DEALERS

Hamilton

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN



These 10 Kelvinator dealers, photographed at American University, Washington, D.C., are winners of the George Romney Scholarships to the 1959 NARDA Institute of Management. The awards were made on the basis of outstanding contributions to local appliance retailing. This practical program is just one of many for dealers from Kelvinator, pioneer

and leader in the development of effective retail training programs.

Standing, left to right—S. D. Jones, Dail C. West, Dean N. A. Bailey of American University, T. A. Tallarico, Lawrence Weiner. *Sitting, left to right*—E. A. Sagebiel, George J. Romberg, Leland B. Wakefield, Joseph P. Durning, Stanley C. Carlson, Robert J. Jesion.

Kelvinator congratulates the . . . **WINNERS OF THE GEORGE ROMNEY SCHOLARSHIPS TO THE FIFTH NARDA INSTITUTE**

NARDA program proves profitable to winners . . .

"This Institute is a must for everyone who plans to get in or stay in the appliance business. It is terrific."

. . . Dail C. West—*Miami Sales Co., Miami, Oklahoma*

"The Institute is a real challenge . . . am very happy to be the recipient of the knowledge coming to me in such an excellent and efficient manner."

. . . S. D. Jones—*Casey's, Ann Arbor, Michigan*

"New friends, new ideas, new techniques, new inspirations have been gained . . . a most profitable, satisfying week!"

. . . E. A. Sagebiel—*Sagebiel's, Seguin, Texas*

"No one can rub elbows with such overwhelming material and not come out a better dealer."

. . . Leland B. Wakefield—*Wakefield's, Inc., Provo, Utah*

"This school is of immense value to me as I have only recently been appointed manager of our branch store."

. . . Joseph P. Durning—*Wm. H. Murray, Inc., Paoli, Pa.*

"I have gained many ideas and found solutions for many problems I have encountered."

. . . Stanley C. Carlson—*B. F. Goodrich Store, Tacoma, Wash.*

"This school session is by all means a 'must' for every appliance dealer, either large or small."

. . . Robert J. Jesion—*Jesion Appliances, Inc., Milwaukee, Wis.*

"What I have learned at this Institute should help me to sell more products and to make better decisions as a sales manager."

. . . George J. Romberg—*City Ice Co., Gainesville, Georgia*

"I am greatly impressed with the NARDA Institute of Management. It has been a memorable experience."

. . . T. A. Tallarico—*T. A. Tallarico Appliances, Keokuk, Ia.*

"This school has helped me to regain my ability to project my thinking to long-range problems to a greater degree."

. . . Lawrence Weiner—*Sattler's, Buffalo, New York*

**... and to extend the benefits of this program to more dealers,
Kelvinator will sponsor the George Romney Scholarships again in 1960**

Kelvinator

Division of American Motors Corp., Detroit 32, Michigan

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